JOHN BULL, DECEMBER 5, 1931
TWOPENCE.

JOHN BULL

Vol. L.
No. 1329

OVER 1,500,000 CERTIFIED SALE

Life seems brighter after

GUINNESS

GUINNESS
IS GOOD FOR YOU

G.E.148.H.

SENT FREE SOLID SILVER

GENT'S WATCH
Thoroughly tested, jewelled movement, utmost precision, handsome dial. On strong leather strap. 25/6. Luminous dial and with seconds hand, 2/- extra.

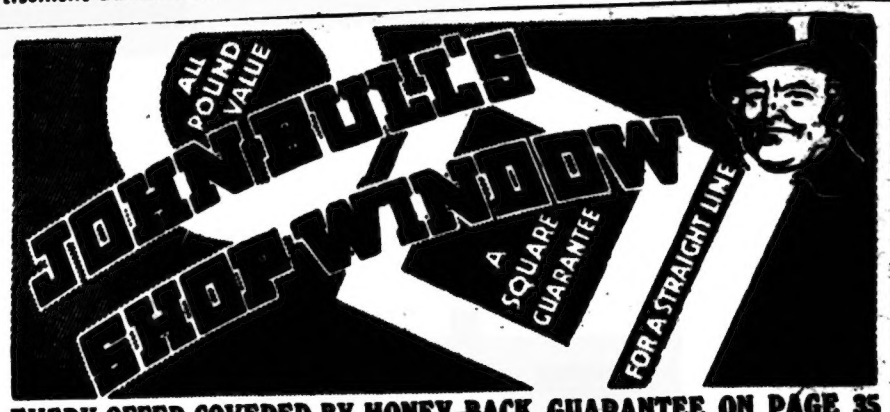
LADY'S WATCH
On Moire Band, similar movement, 24/-. On expanding Solid Silver Bracelet, 29/6.

Send to Dept. J.B. to-day for one of these marvellous watches.
2/- discount for cash with order.

Both warranted for 15 years. 7 Days after receipt of Watch pay 1/6 and 1/6 fortnightly.

HOME & DOMINIONS WATCH CO.,
6, White Hart Court, Bishopsgate, London, E.C.2

JOHN BULL'S SHOP-WINDOW



EVERY OFFER COVERED BY MONEY-BACK GUARANTEE ON PAGE 35

Fixed in a moment!

TROUSERS CREASED PERFECTLY

Give BRITISH Gifts for Xmas. Simply slip the "MEDWAY" TROUSER STRETCHER into each leg overnight and you have a perfect crease that will stay in. More efficient than the old type and costs a fraction of the price. Expands or contracts to all sizes. Trousers look smart and wear longer if the "MEDWAY" is fixed in each pair you use. Still the simplest and best. Order NOW!!

PER PAIR **1/6** POST FREE

Made by Ex-Service Men. 1/6 per pair, 4 pairs 5/-, 6 pairs 7/6. *Post Free. Obtainable only from* Medway Products Co., Dept. 34, Gabriel's Hill, Maidstone.

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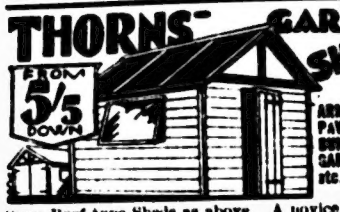

ARMY HUTS
PAVILIONS
BUNGALOWS
GARAGES
etc., etc.

Spun Roof type Sheds as above. A novice can erect. Complete, ready for use. 6 sections to bolt together. 3 in. weatherboards. Planed framing. Roofing felt. Useful for storage, cycles, workshops, etc. Prompt despatch on first payment. Balance monthly if satisfied.

Long.	Wide.	High.	Cash Price.	6 payments	Or 12
6 ft.	4 ft.	6½ ft.	£3 . 19 . 0	of 10/4	of 5/8
8 ft.	5 ft.	6½ ft.	£4 . 1 . 0	of 14/2	of 7/6
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Carriage Paid. Send for large Free Book No. 46 of over 1,500 sizes and designs. Delivery to door arranged anywhere. *Works open till 5 p.m. Saturdays.*

J. THORN & SONS (Box 46), Brampton-rd., Bexleyheath, Kent.

The ideal covering for damp floors!

PAROLEUM

Make any old damp stone, concrete or wood floor cosy, dry and comfortable by laying Paroleum (Regd. No. 507231), the ideal floor-covering. Guaranteed waterproof and rot-proof. Simply lay it down—it lies perfectly flat without fastening in any way. Many patterns to choose from. 60 sq. ft. for 10/6, longer lengths pro rata.

Send for samples and full particulars post free.

J.B. ANDREWS & SONS,
Sutherland Square, Walworth Road, LONDON, S.E.17.

Eclipse RADIO—BARGAIN

This powerful British Made 3-valve Radio Receiver

for 10/- down

All complete with Loud Speaker, Osram Valves, Exide Batteries and Exide Accumulator—all entirely self-contained in a handsome Walnut Cabinet. Sent Carriage Paid to your home, ready to switch on for—

£5-7-6 cash or 10/- monthly. No extras.
Write at once for Beautiful Illustrated Booklet.
ECLIPSE RADIOPHONES (Dept. 3AH),
97, GRAY'S INN ROAD, LONDON, W.C.1.

WEATHER RESISTIN

To advertise our Catalogue, we offer you a smart rubber soled moulded shoe at the advertising price of 6/3, post 9d. To render waterproof, the stout rubber upper is moulded to the upper, making it impossible for the severest weather to penetrate. We guarantee months of hard service. Send for a pair now. Recommended for mechanics, country wear, golf, warehouse or smart City wear.

6/3 Money Back Guarantee

NUTTALL, 1 GOODMAYES, ILFOR

SPECIAL OFFER

CHIMNEY SWEEPING

and Drain Cleaning Machines. 30 ft. Red Malacca Canes, fitted best brass screws and sockets, 18 in. brass chimney brush. *Carriage Paid* **20/-**
Archimedean Drain Cleaner included. *Cash refunded if not satisfied.*

30 ft. 20/-. 40ft. 24/6, 50ft. 31/6, 60ft. 36/6, 70ft. 41/6, 80ft. 48/-, 100ft. 59/6.

These are Best Quality. We no longer supply the second quality.
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CASEMENT CURTAINING—SALE

LAST 7 DAYS

29,500 Yds. FADELESS CASEMENT SUNGLOW NETS AND CRETONNES

1 D. P.C. BRING Pattern Book Post Free.

Actual Samples of plain Hemstitched. Inserted. Guaranteed Fadeless Cretonnes, Reps, Nets, Poplins, Satins, Stripes, etc.

Post Free PATTERN BOOK Actual Samples.

FROM **3 D.** Per Yard.

SEND P.C. TO-DAY.

CRETONNE and FADELESS CURTAINING **4¾ D.** yard. WITH A GUARANTEE

CASEMENT MFG. CO. (Dept. JB 43), Allum Street Mills, Manchester.

WADDED QUILTS FREE!

2 Woolly Blankets 60x80
2 Strong Sheets 60x80
2 Pillow Slips 30x18
1 Bolster Case 52x18
1 Art. Bedspread 60x80
2 Check Glass Cloths
2 Turkish Towels 42x20
1 Damask Table Cloth 54x54
1 Pair Art. Silk Stockings

COMPLETE BARGAIN SALE ONLY **20/-** Carr. Free.

No further Payments Cash or C.O.D.

FREE GIFT of a handsome WADDED QUILT, sent with each bale.
Satisfaction or money back.
PAYNE BROS. & Co., Dept. 6, Palace St., MANCHESTER.

END RUPTURE

trouble and expense! Be stronger than ever—CHEAPLY, QUICKLY, PERMANENTLY, under solid money back **GUARANTEE.** No matter what you have tried let me send it to you on ONE MONTH'S TRIAL at my risk. Saves pounds on belts. Greatest rupture discovery made. NO promises—NO elastic trusses, but a wonderful British invention.

PATENT No. 344X3/30.
FRAS. BURKE (A.103), 2000 High Street, LONDON, S.E.1

NO RESULTS NO PAY — **TEST IT FREE for ONE MONTH!**

AMAZING FACTORY OFFERS!

Just one of 3,000 money saving Factory Bargains in H. Samuel's monster **FREE BOOK** with splendid **FREE PRIZES**

Send postcard now!

This fine shock-proof luminous wrist watch, nickelled case, only 7/6 payment. Any article 6-6-6. Any article 6-6-6

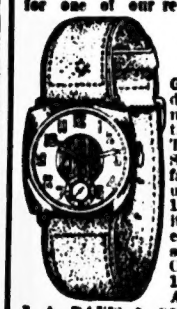
H. SAMUEL Ltd., Dept. 198, Market St., Manchester

FOR MEN

SEND NO MONEY

for one of our renowned "Day or Night" **LADY'S OR GENT'S WRIST WATCHES**

Outstanding Value!



Gent's Size—Fully luminous dial, splendid quality tested movement, highly polished platinoid case, leather sewn strap. Timed to a minute a month. Sent on free approval. If satisfactory, pay 1/6 fortnightly until 17/6 is paid. Cash price 16/6. Lady's Size—Same quality on Black Moire band or expanding Bracelet, in handsome velvet-lined case, 17/6. Cash price 16/6. Same terms, 1/6 fortnightly after receipt. Also another superior, 18/6.

J. A. DAVIS & CO. (Dept. J.B. 640), 94-104, Denmark Hill, London, S.E.5.

"They laughed at first—

but when I began to play—*a hush fell upon the room. I played the first few bars of Beethoven's 'Immortal' 'Moonlight Sonata.' My friends sat spellbound. When the last notes died away the excitement on their faces!*" "*Who was your teacher?*" "How do you get that lovely singing tone?" So writes a student of MY POSTAL LESSONS for the PIANO, who started *without knowing a note.* The same delightful experience can positively be yours, even though you start at middle age! Or, if already a player, I'LL MAKE YOU PLAY BETTER beyond your dreams. Within a few weeks your playing and sight-reading shall make you welcome everywhere. Ordinary musical notation only used (no freakish methods). SEND p.c. for FREE Book and FREE advice — Say Advanced, Moderate or Beginner.

Mr. H. BECKER (Dept. 321), 115, Fleet Street, London, E.C.4.

SEND NO MONEY.

Sent on Free Approval on receipt of a postcard.

The **"SOUTHERN ISLES" UKULELE BANJO.**

You can play this delightful instrument with very little practice with the aid of our Free Lightning Tutor. Brass Fretted Finger Board; sweet, mellow tone; solidly built; highly polished finish. 39/- VALUE for 11/6. We will send you one of these "Southern Isles" real Ukulele Banjos upon receipt of your name and address. If entirely to your satisfaction you send 1/- on receipt and 1/- fortnightly until 11/6 is paid. Full cash with order or balance within 7 days, 10/6 only.—J. A. DAVIS & CO. (Dept. J.B. 639), 94-104, Denmark Hill, London, S.E.5.

45/- SUIT for 19/

OR OVERCOAT

MONEY BACK GUARANTEE

To the first two hundred readers who apply we will supply one of our noted 45/- Gent's Suits or Overcoats for merely 19/6, and if for any reason you do not consider the suit or overcoat supplied for only 19/6 honestly worth every penny of 45/- return it, and we will refund your 19/6, together with 1/- for your trouble in sending. *The first five hundred applicants only will secure these Bargains. Don't send money now, but see what you buy.*

SEND FOR FREE PATTERNS. Send a postcard for big range of fine Yorkshire Tweeds and Worsteds, Fashions and Self-measure form (mention which suit-pattern wanted) to:—

H. THOMAS & CO., Dept. J.B.24.
14, PITLAKE BRIDGE, W. CROYDON, SURR

YOU CAN BE SURE OF LONG-LASTING SHOE REPAIRS BY ASKING FOR

PURITAN LEATHER SOLES

Longer Wear—Greater Comfort

Puritan Tanneries Ltd., Runcorn CVS.9

£1-1-0

is all you pay for a charming PORTABLE GRAMOPHONE. Many other similar bargains in Horn, Hornless, Upright Grands and Consoles, with which I give FREE RECORDS. Sent on Approval, CARRIAGE PAID. Small Monthly Payments. *Write for my Free Lists NOW.*

"The Gramophone Man" 346 COVENTRY

SLIM SAFELY

WITHOUT MEDICINE OR EXERCISE IN A Beasley REDUCING BELT—SUPPORTER

for MEN and WOMEN

This belt slips on over the hips and instantly conforms to the outline of the figure. No fasteners, no straps, no lacing. An excellent general purpose belt for either sex. Ideal for reducing obesity. Renews fitness and support. Made of elast woven Elastic Webbing. 4 suspenders fitted to woman's model. Money refunded if unsuitable.

Send p.o. 4/11 now to

BEASLEY BELT DEPT., 346A, 26, CHARING CROSS ROAD, LONDON, W.C.2.

Send for FREE Booklet of Belts for Men and Women.

POST REFUNDED FROM 6/11 TO 4/11

Over 30 in. 1/6 extra. Approximately 7/11. O.S. 9/11. This quality 25in. Elastic 13/11. O.S. 14/11.

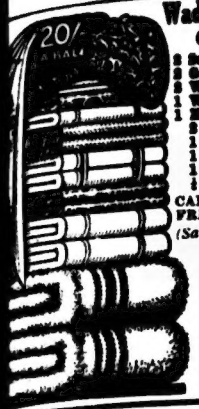
RUG WOOLS "READICUT"

In hanks or in lengths, ready for use, Cable and 6-fold. 100 shades. Send a p.c. for this

1/6 RUG BOOK FREE

together with Free Patterns and Price List.

READICUT WOOL CO., Dept. J.B. OSSETT, Yorks.



Wadded QUILTS FREE
Complete Bed

2 Soft Woolly Blankets
2 Good Sheets
2 White Pillow Slips
1 Utility Bolster Case
1 Hand-dec'd Bedcover
2 Gt. Turkish Towels.
1 Pretty Table Runner.
1 pair Art. Silk Stockings.
1 pair Gent's Wool Socks.
1 Set. Dainty Handk'fs.

CARR. FREE. **20/-** Cash or C.O.D.
(Satisfaction or Money back.)

A handsome Wadded **DOWN QUILT** free with each bale.

STANDARD (SUNBEAM), Ltd.,
Dept. E 6, 121, Princess Street, Manchester.

OUR FINAL CLEARANCE OFFER
9/6 250 ONLY

Set of Drills **1/-** extra if required

Remaining stocks of this splendid model must be cleared regardless of cost. A 30/- Bench Drill for only 9/6 (carr. 1/- extra). Cut gears, steel spindle, ball bearings, automatic adjustable feed, fitted with 2-jawed chuck. Capacity 0 to 3/8 in. Very strongly built to last a lifetime. Send P.O. NOW, while stocks last. Money back if not delighted. Bargain List Free.

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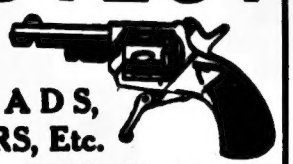
PROTECT
Yourself Against FOOTPADS, BURGLARS, Etc.



Exact replica of real revolver, firing blanks. NO LICENCE REQUIRED. Suitable for sports, theatricals, etc. Absolutely safe. Accidents impossible. NEW MODELS. Blue steel or nickel finished. Six chamber Right chamber 9/6. New Self Ejector Model, Six chamber 20/-. AUTOMATIC PATTERN, 12/-.

6/6

FREE SUPPLY of Blank Cartridges to all enclosing 9d. extra for carriage. Special extra loud cartridges 1/6 per 100, carriage 9d. on any quantity. Send your order now and be safe.

MARRIOTT & CO. (Dept. J.B.), 25, Mortimer St., Oxford Circus, W.1

A GREAT BARGAIN

Very comfortable Fireside Chair made in Oak finish and fitted with loose Velveteen Cushion.

Part cost of packing for country orders, 1/6 extra.

16/6

WOLFE AND HOLLANDER LTD.

251-256 TOTTENHAM CT. RD., LONDON, W.1

EUROPE AT YOUR FINGER-TIPS!

8 VALVE set complete with Mullard Valves, all accessories and handsome Cabinet Loud Speaker. Usual Price 29:8:0. Our Price

£5.19.6
(or 10/6 *monthly*)

Ready for use. Nothing more to buy. Numerous other models at similar reductions, from 7916.

Send for illustrated list.

VICTORIA C. & C. CO., (Dept. W.43), 11, Victoria St., Westminster, S.W.1.

LY GUARANTEED

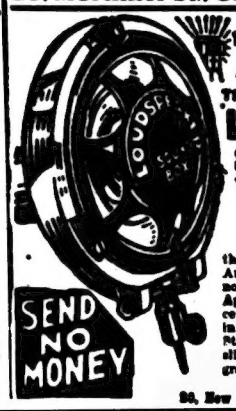
BRITISH MADE TROUSERS POST 6 3/6

THE Foreigner beaten—beaten on quality and beaten on price! These hard wearing, serviceable, well-made **TROUSERS** are available in dark grey or brown. Guaranteed British manufacture throughout. Sizes 32 in. to 40 in. waist, over 40 in. 4/6 per pair. Loose linings for any size 1/9 extra. Every pair sold with guarantee of absolute satisfaction or money back. Positively to-day's biggest Trousers bargain.

ASTLEY TRADING CO., Astley House, Attleborough, Norfolk.

This wonderful offer is only open for 14 days and is made in order to introduce our new catalogue of big bargains for working men. Send NOW before it is too late.

BUY BRITISH & BE SATISFIED



TRY THE WONDERFUL **LOUDSPEAKER SOUNDBOX ON YOUR GRAMOPHONE**

You can transform the cheapest, weakest gramophone into a super sweet toned instrument, equal to the most expensive cabinet model. Amazing volume of sound. Send no money. Send postcard only. Approved Customers pay after receiving soundbox 2/- weekly (11/- in all), or 10/- CASH DOWN. State whether soundbox fits in or slips over the tone-arm of your gramophone.

F. HAND & CO., 98, New Oxford Street, London, W.C.1.

ALWAYS-READY CLOTHES-LINE

SALE PRICE **1/6**

Ideal for indoor drying. Fitted 30 ft. good quality line adjustable to any length. Winds back out of sight after use into strong enamelled metal case—always tidy, clean, and ready when wanted. Complete with screws and hooks for easy fitting

14 DAYS' SALE PRICE:
1/6 (Post 4d.) Two for 3/-, Post Free.

Wm. PENN (Dept. A.J.),
682, HOLLOWAY RD., LONDON, N.19.

FROM **5/7** Per Month DELIVERED ON FIRST PAYMENT

THAT SHED You Need

...tering Tools, Cycles, Frams, House-...Goods, etc. Prompt despatch.
...ge paid to your station in 6 strong, easily erected sections ...a. planed, moulded, rebated weatherboards. Roofing ... supplied. Floors extra. Satisfaction guaranteed.

Wide	High	Cash	or 6 Payments	or 12
5 ft.	5'6½ ft.	£3 1 0	10/8	5/7
6 ft.	6½ ft.	£4 11 0	13/11	8/4
7 ft.	7½ ft.	£6 7 6	22/4	11/8

CATALOGUE of Portable Buildings Free.
J. & H. SUTCLIFFE, LTD., 82, Wood Top, ...ton Bridge, Yorks. London Showrooms, 40-42, Oxford St.

Hours more leisure by using the Swiftsure

Made in England.

VACUUM WASHER with the WONDERFUL BALL VALVE

REDUCED PRICE **2/9** and 4 Monthly Payments of 2/9. Cash Price 12/6. MONEY RETURNED if not satisfied.

Saves Hours of Drudgery on Washday. Saves Coal, Gas and Soap. No Wash-boiler, Gas or Electric Power required. Its cost saved in less than a month.

NO BOILING. NO RUBBING.

The "Swiftsure" sucks the Dirt out and does it thoroughly. It abolishes the dread of washing with its laborious toil and Backache.

Made of Solid Copper & Brass.

Have this great washing day helper in your home on 14 days' Free Trial. Wid Wash Silk Frocks & Jumpers or the dirtiest Engineers' Overalls, Stockings, Underclothing, and the heaviest Blankets, Quilts, etc.

GUARANTEED FOR 5 YEARS.

Don't Delay—send 2/9 to-day and have a 'Swiftsure' Washer on 14 Days' Free Trial.

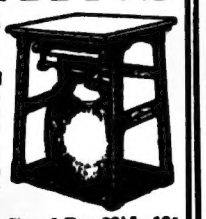
BRITISH VACUUM WASHER CO. (Dept. J.B.) Islington, Liverpool

BARGAINS

DIRECT from WORKS
FREE 14 Days' Trial.
The Latest Model
"SWIFTSURE" Combined

TABLE & WRINGER

ELEGANT AND USEFUL FOR THE KITCHEN OR LIVING ROOM.

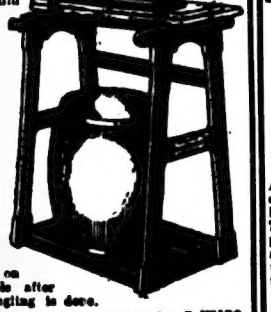


Takes up little space, is Rigid, and Will Wring and Mangle large things such as Quilts, Blankets, Sheets, etc. The Large 16in. Rubber Rollers are Guaranteed, and do not break buttons.

Size of Top 28½" x 18"

Accept this Money Saving offer NOW.

DELIVERED FREE AFTER RECEIPT OF **5/-** monthly payments of 5/-. Cash Price, 52/6 Carr. Paid



MONEY RETURNED IF NOT SATISFIED.

Converted in a jiffy into a Useful and Elegant Table.

The METAL DRAINER is rust proof and directs the water into the Tub.

The FOLDING HANDLE does not project when the Wringer is turned under.

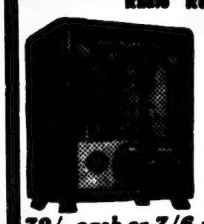
The COG GUARDS Protect the fingers and clothes.

The TUB can remain on the Stand under table after the wringing and mangling is done.

MADE IN ENGLAND. GUARANTEED for 5 YEARS.
DON'T DELAY. SEND 5/- TO-DAY.
Tub 8/6 extra (if required)

Eclipse RADIO BARGAIN

This magnificent British-made 2-Valve Radio Receiver, entirely complete.



for **7/6** down

Including Loud Speaker, Osram Valves, Exide Batteries and Accumulator, all self-contained in a handsome Mahogany Cabinet. Sent Carriage Paid ready to switch on for

79/- cash or 7/6 monthly. No extras.

Write at once for Beautiful Illustrated Booklet.

ECLIPSE RADIOPHONES (Dept. ST.), 97, GRAY'S INN ROAD, LONDON, W.C.1.

7/6 DOWN

BRINGS THIS BAGATELLE TABLE

A perfectly constructed 6 ft. Riley Bagatelle Table will ensure continual enjoyment for your family and friends during the long evenings. Delivered carriage paid on first payment of 7/6, complete with all accessories. Balance monthly. Cash price £6 10s. Two other sizes 7 ft. and 8 ft. All fold away when not in use. 7 days Free Trial given. Write to-day for illustrated list.

E. J. RILEY, LTD., Lane Works, ACCRINGTON, and at Dept. 18, 147, Aldersgate St., LONDON, E.C.1.

32 FREE Billiard Tables. Write for details and price list.

GENUINE South African Field Boots

Marvellous Bargain as illustrated, fine, pliable full chrome black calf uppers, Double Tongues, Double Soles. Built for long service and hard wear 7/9, postage 9d. Better quality, 8/11, postage 9d. Extra stout, in black dull chrome grain leather, with or without toecap, 9/11, postage 9d.

7/9

Sizes 6-11.

W. E. MILLER & CO., 567-9G, Fulham Rd., London, S.W.6
Over Midland Bank

THE GREATEST GAME ON THE FINEST 'HOME' BILLIARD TABLE

13/3 DOWN brings prompt delivery of the 6 ft. size Riley "Home" Billiard Table to rest on an ordinary dining table. You pay the balance by easy instalments. Cash Price £11 15s. 7 days' Free Trial allowed, and Rileys pay carriage and take all transit risks.

Riley "Combine" Billiard and Dining Tables, in various sizes and styles, are also offered for cash or easy terms. Send for Free Art List, describing them. Rileys are the largest makers of full-size Billiard Tables in Great Britain.

23 Free Billiard Tables. Send for details and price list.

E. J. RILEY, LTD., Anson Works, ACCRINGTON and Dept. 6, 147 Aldersgate St., LONDON, E.C.1.

"South Western" HUTS & GARAGES

GARAGES:
10ft. x 7ft. £6.12.0
15ft. x 9ft. £12.1.0
HUTS.
6ft. x 5ft. £3.16.0
8ft. x 5ft. £4.10.6
12ft. x 7ft. £8.11.0
½-in. Planed Rebated Weatherboard.

CARRIAGE PAID Plus 5% for free delivery and erection within 20 miles of London.

SOUTH WESTERN Appliance Co. (1929) Ltd., Dept. J.B. High St., Fulham, S.W.6. (Putney 2771)

THIS CHAMPION LEVER ONLY 6/6

Here is the ideal present for Xmas—a guaranteed high-class Gent's watch, tested and timed by latest scientific methods for accuracy, durability and immunity from reaction to electricity, atmospheric variation or vibration. Keyless movement, nickel dust - and - damp - proof case, garter back and clear white dial. Every watch guaranteed 12 months, but will last a lifetime. ONLY 6/6, black luminous dial 7/-. Money back at once if not satisfied.

GERALD TAYLOR
32, Bell Road, Wallasey, Cheshire

UNPUNCTURABLE TYRES 3/11

THOUSANDS SOLD AT 8/6

Punctures defied. A masterpiece of tyre construction. Made by a new Hydraulic Process—50 per cent. more mileage. TRIAL PRICE 3/11. Post 7d. Two for 8/3, post paid. State size.

Money back terms.

Send for FREE catalogue of Cycles and Accessories. 5/- in the £ saving.

Trade enquiries invited.

Guaranteed Two Years

MOORHOUSE'S, Dept. 89 PADIHAM, Lancs.

WADDED QUILTS

20/- DOWN *free* To advertise this complete bale for 20/-.

2 Woolly Blankets	90 x 70
2 Bolton Sheets	90 x 70
2 Pillow Slips	30 x 18
1 Bolster Case	58 x 18
1 Lovely hand-painted Bedspread	80 x 60
2 Turkish Towels	

All double bed size.

Wearing Free of Cost a 66 x 48 Beautiful Wadded **DOWN QUILT**

If cash sent with order we will also include a pair of Artificial Silk Stockings.

Money back if not satisfied.

Cash or C.O.D. Send Carr. Free

MANCHESTER TEXTILE CO., Dept. B.E., 112, Grosvenor St., MANCHESTER.

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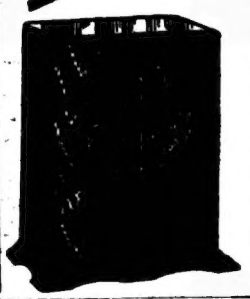

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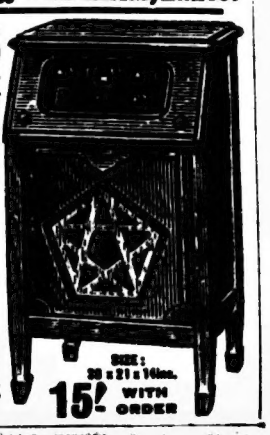

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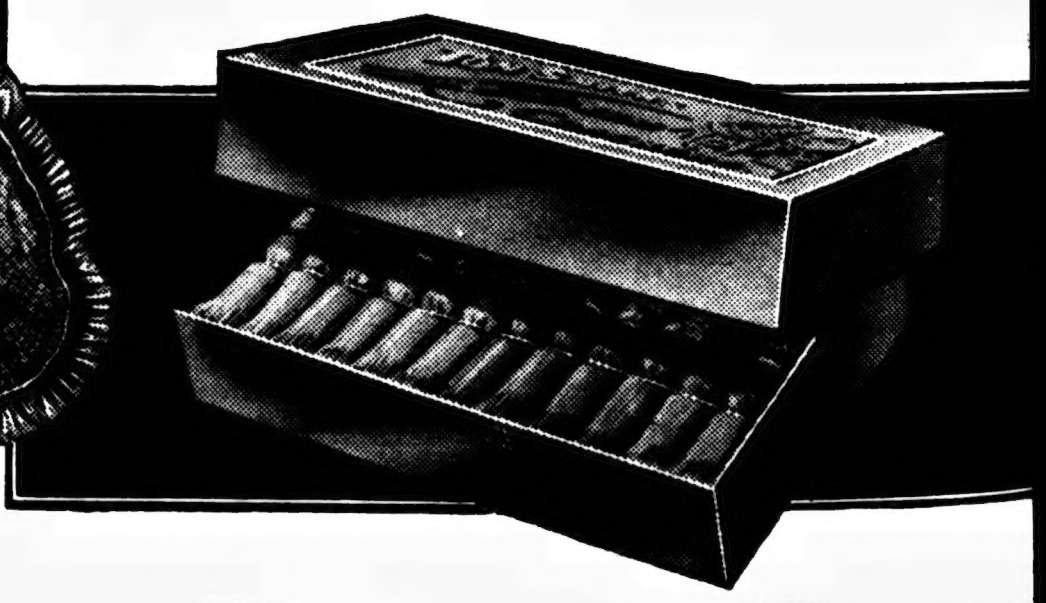

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"If you see it in 'John Bull,' it is so"

A Perilous Bulge in the Budget

Income Tax Bad Dreams

Axe on the Guards

R NEVILLE CHAMBERLAIN looks like having a deficit on the Budget when the financial year ends in March.

Already expenditure is as compared with last year, and yield of the taxes is down.

dded to this, the high bank rate causing the Government to pay re than twice as much for its bor- ing as a few months ago, and the e of the money market has com- tely killed any idea of a big War n Conversion scheme being carried ough in the immediate future.

big drop

or the period April 1-November 21, Exchequer's ordinary revenue is n by £44,000,000 as compared h last year. During the same period, enditure shows an increase of 000,000.

* * *

he yield from Income Tax is down more than £6,000,000, and that from th duties by nearly £12,000,000. inst this there is an increase in er Tax of only £2,500,000.

ll dumping

Customs Duties—on imported goods re up by £7,000,000, but Excise ies—on home-manufactured goods re down by £5,000,000, so there is a gain on Customs and Excise of £2,000,000.

is probable, of course, that with imposition of anti-dumping duties, Customs revenue collected during next few months will begin to rise.

* * *

ut it is not at all safe to assume t it will, because the object of the ies is not to raise revenue, but to the foreign goods out. That is the high duty of 50 per cent. has n fixed.

the new duties yield revenue for Exchequer, the Government's ob- will have been defeated— umped" goods will still be coming

venue tariff

here is still, of course, the extra in- ne tax, due on January 1, to be ected.

here are already signs, however, t people have been so hard hit that n with the most stringent screw Government puts on, the full ount will not be obtained in time balance the Budget at the end of rch.

* * *

ll this means that the Free Traders ide the Cabinet are being forced o the hands of the Protectionists. hether the Tariff issue has been ided or not by that time, Mr. amberlain will be compelled to in- de in his Budget a revenue tariff raise money.

come-tax bogy

rom the day the January income- demands went out business in the ps suffered a shock. Orders in e of the larger stores were can- ed from all directions.

he notices have severely hit Christ- s trade.

iddle-class taxpayers have been very patient, but to-day those who live fully up to income are at their wits' end how to meet the staggering demand.

The more desperate are indulging in wild talk. They say that the debtors' prisons will not be big enough to hold the defaulters.

This is obviously *only* wild talk, but we do urge the authorities to seek every means of tempering the wind to the shorn lambs.

Piebald "British"

The success of the "Buy British" appeal has led various foreign firms to set up factories on British soil to take advantage of the new slogan.

An American typewriter firm has started works in Canada so that it may flourish the Empire flag. In the preserved food trade there are cases of the same attempt to look British and so exploit the patriotic appeal for the benefit of foreign shareholders.

Housewives can defeat this little game by giving preference to the goods made by old-established British firms, who keep both wages and profits in this country.

At the same time we want to warn the Empire Marketing Board that their reckless distribution of "Buy British" posters in the Midlands and the North is being imposed upon by certain firms who trade mainly in foreign goods.

New P.O. push

Certain M.P.s are now trying to stampede the Government into abolishing the office of Postmaster-General and handing the Post Office over to some sort of public corporation on the lines of the B.B.C. to apply "commercial" methods of management.

Mr. Baldwin's Peter Pan

In that event the Post Office would be removed from political control and immune from effective Parliamentary criticism.

The moving spirit in this campaign is Viscount Wolmer. He attacked the Post Office even when he was Assistant Postmaster-General, and Mr. Baldwin apologised for him on the ground that he had not "reached the years of discretion"! Has he "grown up" yet?

Keeping their end up

Members of the tiny Labour Opposition in the House of Commons are doing extremely well in difficult circumstances. Divisions are a farce—but Opposition argument is making a distinct impression by its quality and persistence.

Mr. George Hicks, one of the surprise packets

In the new Parliament Mr. Lansbury has won higher esteem than ever. He is ably seconded in the Opposition leadership by Major Attlee and Sir Stafford Cripps.

Newcomers to the Opposition Front Bench like Mr. Tom Williams, Mr. George Hicks, Mr. David Grenfell and Mr. Neil Maclean are surprising the House by the ability with which they engage in debate.

New political club

The resignation of the secretary of the Junior Liberal Club, which will be announced shortly, is to be followed by other important changes in the Liberal camp.

Mr. Lloyd George withdrew his financial backing of the Club when he found that members were supporting the National Government, and is now thinking of forming a new club for Radical Free Traders.

It is possible that Labour politicians would be invited to join.

Jimmy's problem

Mr. J. H. Thomas admits he has not yet drawn up the Imperial Conference programme that he will discuss with the Dominions during his tour.

He knows it is no use. The Dominions will draw up the programme and dictate the terms. They have all made up their minds to demand that Britain shall put a tariff on its foreign imports of food and raw material, so that preferences can be granted to Canadian wheat, Australian meat, Newfoundland timber, and so on.

In the event of refusal South Africa will cancel the preferential tariff which Britain enjoys in the South African market.

Fewer Guards

It was through the direct intervention of the Prince of Wales, as Colonel of the regiment, that the War Office abandoned its intention to disband the Welsh Guards.

It is still intended, however, to reduce the present strength of the Household Troops. How this may best be effected is now under consideration.

The probability is that each battalion will be decreased by the abolition of one company. This may lead to certain difficulties in the matter of both organisation and administration.

Another Royal Duke?

It is thought that the time has arrived when Prince George, the King's youngest son, should be given the same status as his brothers and created a Royal Duke.

His birthday next month presents a favourable opportunity, and we understand that the Prime Minister has made representations to this effect to His Majesty.

The most likely title for the Prince is the Duke of Kent, which has long been identified with the Royal Family. It has been in abeyance, however, since the death of Queen Victoria's father.

Keep on

Thousands of applicants for transitional benefit have had their claims disallowed owing to the "means test."

We advise them to continue to register at the Employment Exchanges in order to get their cards franked for health and pension purposes. Failure to do so will cause endless trouble when pensions become due.

The circumstances through which their claims have been disallowed may alter, in which case they can again claim transitional benefit. It will be in their favour if the Exchange registers show that they have been continuously unemployed.

Mosley's latest

As a national political organisation, Sir Oswald Mosley's New Party has practically come to an end. The extensive premises at Westminster have been given up for more modest accommodation elsewhere, and the highly paid political staff is being dispersed.

In future the New Party will work on Hitlerite lines—no politics, but an organised athletic movement devoted to games, gymnastics, drill and physical exercise, in preparation for the day when they will "go Fascist" and frighten the politicians with a straight left.

Meanwhile, it will not be surprising if Sir Oswald Mosley himself finds his way back to politics as a vigorous Tory.

Also Rans

We anticipate a stringent investigation by the Stewards of the Jockey Club into the reasons why so many racehorse owners appeared determined to run animals with seemingly hopeless chances in the November Handicap last Saturday.

It is obvious that, by the influence of the Irish Sweep, fields in the classic and great handicap races will become of such impossible size that public interest in the events may be destroyed.

While, in sporting spirit, certain owners run their horses entirely for the benefit of sweep ticket-holders, others may be arguing that they are entitled to demand premiums to do so.

If the Jockey Club and the National Hunt Committee do not act now, the big races of the future will be crude commercial farces.

Keep it dark

Disability pensions are granted to ex-Service men as compensation for definite injury or disease sustained as a result of war service.

These pensions should, therefore, be entirely ignored when Public Assistance Committees are dealing with applications for relief.

It is most undesirable that the question of assessment in cases of this sort should be left to the sympathetic or unsympathetic consideration of public bodies.

Modest heroes

An unknown man, walking along a Manchester canal bank with his sweetheart, heard shouts and saw a man in the water.

He dived in and, aided by another young man, a policeman and the lock-keeper, rescued the drowning man. The two young fellows disappeared without revealing their names—a fine touch of modesty.

The girl, who quietly walked away with her dripping lover, must be proud of him. We wish them luck.

Flogging advocates

The Home Secretary has declined to accept a suggestion by Sir Robert Gower, M.P., that there should be an extension of the powers of judges to inflict corporal punishment.

Sir Robert o' the Rod

Sir Robert Gower would like to see some alteration of the law in order that persons convicted of aggravated cruelty to children or animals might be flogged.

Another advocate of flogging has arisen in Archbishop Downey, who advocates the use of the cat-o'-nine-tails upon all persons found guilty of personal violence.

Flogging can be ordered for robbery with violence, and we agree that strong action should be taken to reduce the appalling number of offences against children.

Angel in blue

When P.C. Michael Hurley, of the Salford Warrant Office, retired the other day, the Stipendiary Magistrate described him as "the Good Angel of Salford," whose heart was almost too big to be confined within his tunic.

"Mick," as he was known to everybody, was an expert in settling domestic difficulties, and reunited many married couples.

It is men like Hurley who have made the British police famed throughout the world for their kindness and humanity.

We wish him good luck in his well-merited retirement.

Swank

Liverpool ratepayers are protesting against the corporation officials spending some £10,000 a year on motor-cars and taxis.

It is admitted that there are occasions when it is necessary to use the quickest method of transport, but Merseyside business men say that trams and buses are good enough for them, and should in most cases be good enough for the officials.

Here is a worthy subject for the Liverpool Economy Committee.

Penalised for bravery

A Leigh miner, Mr. Richard Garner, was severly injured when he went to the aid of a little girl whose clothes had caught fire. His burns were such that he was refused the dole and told to sign on for sick benefit.

He has been out of work for so long, however, that he has not sufficient stamps on his card to qualify for the benefit. Consequently he must wait until his wounds are healed before he can receive assistance. This may be many weeks hence; meanwhile he and his two children are existing on the meagre earnings of Mrs. Garner, who is a rag-picker.

There is something radically wrong with a system which treats a gallant man in this fashion.

"If You See It—" *(continued)*

The toy army

The "Buy British" campaign will be helped this Christmas by the enormous increase in the manufacture of British toys.

At one time toys made in Britain were only 10 per cent. of the total on the market, but this year the figure is nearer 80 per cent.

In addition to increasing their output of the types usually made, manufacturers are now putting out toys which have so far been the monopoly of the foreigner.

These include mechanical toys from Birmingham, Liverpool and London, plush animals from Cheltenham and Leamington, model boats from Norfolk, and tin soldiers made in North London.

Well earned

Some months ago six Pontycymmer, Mid-Glamorgan, miners risked their lives to save two workmates trapped by a fall of roof in a local colliery.

In drawing attention to this fine deed JOHN BULL suggested that the six rescuers deserved an award from the Carnegie Hero Trust Fund. We now understand that awards have been made from the Fund, while the men have also received presentations from the directors and workmen of the colliery.

We are glad that once again we have helped to secure recognition for a very brave act.

Refined torture

The wife of William Beaumont, an Oldham master joiner, has just obtained a separation order because of her husband's persistent cruelty.

Kept without food, she could smell the meals which he was cooking for himself. A wreath was sent by him in her name to the funeral of a woman with whom he had associated. Kindly neighbours were ordered out of the house and the court missionary abused. A dose of prison might bring this inhuman brute to his senses.

Women miners

When Sir John Anderson takes up his new appointment as Governor of Bengal next March we hope he will use his influence to minimise the employment of women in the coal mines of that province.

He must missionise

From his experience at the Home Office Sir John Anderson knows how conditions of employment have been improved by our own industrial legislation.

It would be beneficial if he could do a little missionary work in this direction in Bengal, where there are still over 6,000 Indian women working underground in the mines.

No connection

We have received complaints from Glasgow readers regarding a rogue who claims to be able to write prize-winning "Bullets."

His usual method is to call on housewives and offer to write out a "Bullet" for a shilling or two. But he makes it clear that he expects at least a fifth of any prize won with his assistance.

We need hardly point out that such canvassers are not employed by JOHN BULL. Readers are warned not to entrust money with strangers of this type. They would probably never see it again.

Shark landlords

Many Gateshead people receiving relief are paying 10s. and 12s. a week for one room in condemned property. One unemployed tenant who had avoided getting into arrears on a rent of 16s. a week for three rooms was ordered to leave unless 25s. a was paid. This flat could have rented at 7s. or 8s. before the w

Gateshead should follow the ample of Newcastle, its neigh across the Tyne, and appoint a mittee of investigation into the scandal.

Though such a committee ha legal power to remedy the evi revelations would certainly hel force the authorities to take a against this reckless profiteerin decontrolled houses.

Caged captives

The brutal custom of keeping in tiny cages to give as prizes in shows is shortly to be attacked b R.S.P.C.A.

The Society is preparing a camp against this type of cruelty, whi hopes to stamp out entirely b long.

Action has been necessary for a time in this respect. Canaries other birds at fairs and side-show confined in cages less than six in square, and are often neglected ill-treated into the bargain.

Block ramp again

The latest exponent of the pl graphic block ramp, the dange which we have previously warned readers, is a man named Mulholl of 86, Gray's Inn Road, London, W

A Bethnal Green tradesman consented to have a "free write in a bogus journal called "Modern Publications," was subsequently sented with a bill demanding e tionate fees. The judge who hear case at Clerkenwell County Court judgment for the tradesman.

Similar actions have repeat failed. Readers should refuse t offers of "free" publicity.

A brazen quack

Last year we drew attention to impudent claims of Professor Va Zaar, the Dutch astrologer. The fessor is now circulating a "pri letter" which guarantees happi health, wealth, and prosperity for modest sum of five shillings.

Failure to send the money will declares gravely, result in dow and misery. We advise our reader drop such communications in the and let the Professor be the vi of downfall and misery.

Rich uncle for you

Rich uncles in Australia are birds—indeed, the sort which co home to play Father Christmas practically extinct.

Never mind—JOHN BULL is read be your rich uncle! Let him pre you with a £1,500 Christmas-box add £50 on December 25 every as long as you live. The way to heart is to enter a good "Bull with one of the coupons on page

Not enough

When William Taylor was fined at Bury police court for carele driving a motor-cycle, it was st that he drove at a speed of tw miles an hour with his hands be his back.

The magistrates' clerk told Ta that he was the type of man who packing the hospitals with cases w should never be there.

We agree. But a paltry fine surely an inadequate punishm Taylor's licence should be suspen

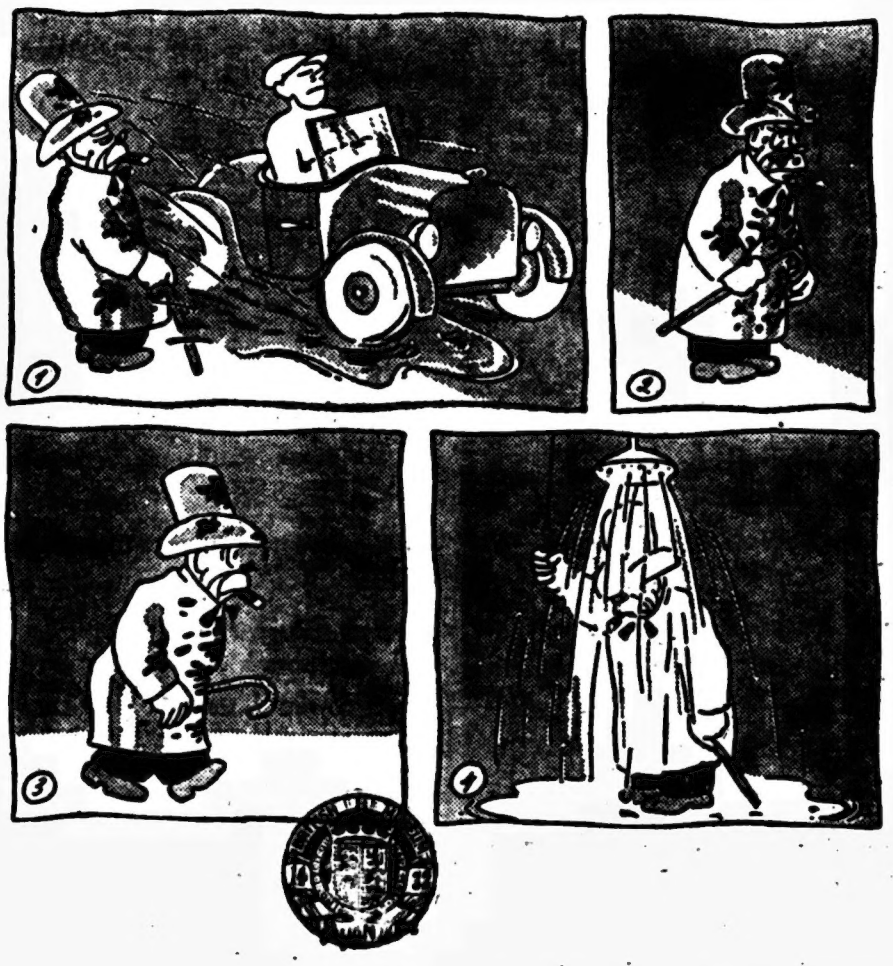
A double bag

Henry Stanley, alias Stanley Co a shady private detective, has gon jail for three years. Five charge fraudulent conversion were pro against him, one of his victims b a woman whom he had robbed of entire savings.

Prison gates have also closed u the notorious Westworth Sand familiarly known as "Wag" Sand sentenced to nine months at Lamb on two charges of false preten thirteen other cases being taken consideration against him.

As both these rogues have been nounced in JOHN BULL during current year we note their passing some satisfaction.

ADAMSON'S— —Mud Lark



"Modern feminism is a failure and will die out, just as other epidemics of it have done"

WE hope at an early date to give a woman writer of equal repute the opportunity to reply to Mr. Ludovici's challenging and controversial article.

This WOMAN STUFF

by ANTHONY LUDOVICI

THOSE of us who have not been bludgeoned into imbecility by the incessant hammering of the word "Woman" into our heads by the Press, the stage, novelists and politicians ever since the first decade of this century, are beginning to rub our eyes and ask ourselves what all the fuss has been about.

We are not only sick of hearing the most ordinary performance by a woman, whether in sport, art or science, hailed as phenomenal simply because it was a woman who happened to perform it, but we are also sick of the humbug behind all this feminist fuss.

We have watched the feminist movement grow and become more powerful, we have watched women's influence spread and seen women penetrate into every sphere of public and professional life, but we have not seen the world improve. On the contrary, we have looked on with alarm while everything has gone from bad to worse. Some of us—myself included—even predicted that this was bound to be the case.

The plague's visits

ON what did we base this gloomy view? We based it on the experience of mankind in the past. Although it is widely believed that the present is the first manifestation of the feminist plague, the fact remains that Europe has been visited by it four times already, and on each occasion has been inundated by women doctors, poets, painters, advocates and musicians.

And when all the dust had settled and the noise died down it was found that the results hardly warranted the uproar.

The feminism of ancient Greece, which wrecked Sparta and undermined Athens, produced only the work of Sappho. Can it seriously be maintained that if she had never lived the world would be very different?

The feminism of Rome culminated in the satire of Sulpicia, a work generally admitted to be weak, pointless and destitute of spirit.

The feminism of the Middle Ages, which produced hundreds of medical women, miniaturists and writers, died without leaving a trace. The towns were full of women doctors—Cecilia of Oxford attended our own Queen Philippa—and yet the history of medicine cannot point to a single discovery in medicine or surgery made by a woman.

They were equally uncreative in painting, writing and music. Though thousands practised these arts, not a single outstanding achievement remains to their credit.

The feminism of the 17th century in England and France, which was, if possible, even more violent than modern feminism, passed away without leaving even a pretty footprint. All that feminine influence achieved was to wreck English politics through the debauched Charles II. and to pave the way for the French Revolution.

I do not think the latest manifestations of this periodic scourge will produce any more lasting or desirable results.

Although in Great Britain women have practised medicine since 1859, there are now only some 3,000 women doctors in a total of 55,000, and the response to their activities has been so discouraging that I understand there has recently been a decrease in the number of women medical students.

This is hardly success!

They have had a straight run, and public opinion against them has long since died out. Why have they not done better? Because where there is open competition with men, at equal payment for equal work, women cannot be expected steadily to hold their own.

Courage—that's all

TO retort by the magic word "Curie" is to cling to a popular myth. I have been to the Bibliothèque Nationale to investigate this matter, and found all experts agree in declaring that in producing Radium Madame Curie had merely followed the method and line of development laid down by her husband.

In science the aim and the means are everything, and Curie made many great discoveries before he died. His wife had made none before she gave birth to the posthumous child of his brain. Surely this is significant!

In aviation women have certainly displayed courage in manipulating man-invented and man-made machines. But even the most rabid anti-feminist of Mid-Victorian days would hardly have denied women courage.

In the Law, though it may perhaps be contended that women have not yet had enough time, the results are also disappointing. The Sex Disqualification (Removal) Act was passed in 1919, but there are at present only 122 women barristers and 100 women solicitors, and the legal profession has yet to ring with their fame!

In architecture, out of 6,640 members of the R.I.B.A., there are only sixty women, and in view of the fact that women have been trying to make their way in architecture for over thirty years, the results are distinctly poor.

But the worst record is to be found in politics. For in this domain, apart from the fact that the advent of the female voter has forced the male candidate for Parliamentary honours to play the undignified part of nursemaid, sycophant, flirt and flatterer, the actual achievements of women in politics have been ridiculously insignificant.

Nor, in spite of the preponderance of women voters, have women fared particularly well at the poll, for in the Parliament just elected there has been no increase in the number of women M.P.s. Let us trust this is a hopeful sign!

Insignificant

AND what have women M.P.s done since 1918? Apart from continuing and intensifying the negative Puritanical tradition of grandmotherly government, they have accomplished nothing.

A few insignificant and Puritanical amendments to the Criminal Law, Bills for the registration of Nursing Homes, for making Scottish Illegitimacy Laws conform with English, and preventing the death sentence from being *pronounced* on an expectant mother—no expectant mother has ever been hanged—that is about all!

The explanation of these insignificant achievements is easy to find. There was no demand for women as legislators. They secured the suffrage and entered Parliament only to find that men had already amply provided for their protection and advantage.

When nearly four years ago Professor Montmorency declared that the married woman was "the spoiled darling of the English Law" and "had more rights than her husband," he was not referring to legislation initiated by women but to what men had done for women before the latter put their powdered noses into politics!

It is doomed

IN fact, women M.P.s have found it difficult to discover a chink in the stout armour of legal protection in which men have already encased them and their children, and as they cannot be expected usefully to interfere with legislation in other departments of life, their job is practically a sinecure.

No! Modern feminism is a failure, and will die out just as other epidemics of it have done, without leaving a trace. And I am afraid some of us will have the discourtesy to heave a sigh of relief!

It is time that they stepped out of the picture, the writer thinks

CANDID COMMUNICATIONS

DIRTY WORK *while* Robert Flirts

Sir MONTAGUE SHARPE, K.C.,
Chairman, Middlesex Sessions

DEAR SIR MONTAGUE,—I welcome your outspoken remarks on the tremendous increase in the number of housebreaking and burglary cases.

Prompted by your statement, the grand jury deplored the exaggerated police attention to technical offences, and rightly pointed out that the chief duty of the police is the suppression of crime.

Pettifogging red tape is hampering the courts with minor cases, and the police are wasting their time and the public's money while crooks are plying their trade unmolested.

As you are well aware, the police very unwillingly carry on their liaison with that terrible old female D.O.R.A., but until the mass of petty restrictions of our liberties is swept away they are obliged to enforce them.

The protests in your court will add weight to the growing movement directed at the simplification of the code.

JOHN BULL.

Rt. Hon. N. CHAMBERLAIN,
Chancellor of the Exchequer

DEAR CHANCELLOR,—I am amazed at your statement that it would be premature to draw any conclusion from the figures regarding the increased beer tax.

The facts are plain. The consumption of beer has fallen heavily, many of the smaller beer-licence houses are empty, and the sales of malting barley have dropped.

Men who normally drank high-class bottled beer are taking to whisky, which in many places is now a penny cheaper than bottled beer. Workingmen are full of complaints.

The tax in its present form is a failure. You should call in the brewers and licensed victuallers to an urgency council.

JOHN BULL

The Right Rev. STANLEY WOODS,
Bishop of Croydon

MY LORD,—I regret that the Croydon Borough Council has refused to allow the Sunday opening of kinemas despite your eloquent plea for a more tolerant attitude.

You are not satisfied, you declared, to go on as a Church leader presenting to this problem merely a bleak and blank negative. You believe that the kinema can be made a real force for good in the life of the people.

All sensible people will, I am sure, agree with you and echo my congratulations. I hope you will not relax your efforts to defeat the prejudice of Croydon's panjandrums.

JOHN BULL.

Rt. Hon. Sir HERBERT SAMUEL,
Home Secretary

DEAR SIR HERBERT,—I applaud your determination to bring in a Bill early next year to provide special courts for young people, but I am compelled to the view that your measure will tackle only half the social and domestic problem.

It is an admirable thing to remove turbulent and mischievous children and adolescents from all criminal taint. If that can be done, why not remove all family affairs from the influence and atmosphere of the criminal courts?

I suggest you should increase the scope of your Bill to include Courts of Domestic Relationship, where specially qualified stipendiary magistrates will have power to deal with separations, maintenance and affiliations.

If family disputes can be wisely handled we shall have fewer criminal children.

JOHN BULL.

Mr. DOUGLAS COWBURN,
South London Coroner

DEAR MR. COWBURN,—During an inquest on an accountant who had committed suicide because of financial trouble, you revealed only part of a letter left by the unfortunate man.

You refused to read the whole message because you think "it is a very cruel and unnecessary practice to make public particulars that can only intensify the distress of the relatives."

Your view is shared by all decent people. Too often the feelings of a dead person's friends are needlessly harrowed by the publicity given to notes written in madness or despair.

It is to be hoped that other coroners will follow your wise example.

JOHN BULL.

Capt. E. FAIRHOLME, O.B.E.,
Chief Secretary, R.S.P.C.A.

DEAR CAPTAIN,—The constant bickerings which take place in your Society are deplorable.

The impression which the public gets of the Royal Society for the Prevention of Cruelty to Animals is that the great and appealing work ready to hand is overlaid by unseemly squabbles for control and precedence.

Your members are slowly but surely alienating sympathy, and in a little while your funds will suffer.

I look to you as one with his heart in the true mission of the Society to bring the warring elements to a proper sense of their public responsibilities.

JOHN BULL.

EDGAR TATE,
Buslingthorpe Lane, Leeds

"COME AGAIN" TATE,—You have been sentenced to three months' imprisonment with hard labour for a mean "dole" fraud. You conducted a window-cleaning business while the proprietor was away and did not disclose the fact.

Having been committed to jail for six weeks for a similar fraud last February there was absolutely no excuse for your second offence.

It is your kind who make things difficult for genuine "dole" applicants.

JOHN BULL.

Alderman J. R. CURBISON, J.P.,
South Shields

DEAR SIR,—Your remark at South Shields Police Court that a man or woman guilty of taking bets from children should be sentenced to ten years' penal servitude every time they are caught is beyond reason, but the punishment should certainly be made to fit the offence.

Recently, though not at your court, a boy of fourteen was accused of receiving a bet, on behalf of his "bookmaker" mother, from another boy of fifteen.

There have been too many instances in North-East courts generally of children being involved in betting offences, and increased penalties by the magistrates are necessary.

JOHN BULL.

Mr. E. F. CRANE,
The Hercules Cycle Co., Birmingham

DEAR SIR,—Just at this time, when it is so urgently necessary to increase the volume of British exports, I should like to send you my congratulations on your own notable efforts in this direction.

You have become the Henry Ford of cycling, and your company, with its astounding output of more than a thousand machines a day, is giving wheels to the world. Already two million people ride your cycles every day and in every part of the world.

Ten years ago your business was only a small one, but you pinned your faith to bicycles when other manufacturers were deserting them for motor cycles and cars. And now you are leading the world in this industry, turning out two and a half times as many cycles as your nearest German rival and providing work for 3,000 hands.

That is a wonderful achievement, and British industry has cause to be proud of you.

JOHN BULL.

STRAIGHT *from the Shoulder*

MR. LESLIE KNIGHTON: "Oliver Cromwell was reported to be one of the best footballers of his day."

And he refused the world's record transfer fee—a crown!

THE BISHOP OF DURHAM: "Broadcasting is as little likely to do justice to the speaker as to deal wisely with the hearer."

They said worse about the kinema and the telephone, but they are still here.

MR. RONALD COLMAN: "I did not become an actor because of any urge to express myself artistically. I wanted to be able to express myself financially."

Honest man! And you have succeeded where the art-for-art's-sake people have failed.

Not from the B.B.C.—Dean Inge says

It's Very Trying for TOMMY

THOUGH Tommy's now a real M.P., it was *most* unexpected
When all the votes were counted and we found he was elected!
Dear Tommy never for a moment *dreamed* of such a thing—
And now he's doomed for years to serve his country and his King.

We never guessed he meant it when he told us he would stand.
"My priceless sense of humour is the Party's to command,"
Said Tommy, and he winked his eye, My dear, I thought we'd *choke*
When he got the nomination—it seemed such a *screaming* joke!

And then those *gorgeous* meetings! I was helpless for a week
After hearing Tommy speaking, with his tongue held in his cheek!
And the meeting *roared* with laughter when the chairman he addressed
As "My dear old jolly cabbage"—it was Tommy's *choicest* jest!

He, of course, was rather downcast when he found that he had won;
But he took it like a sportsman! "Well, by Jove! since I've begun,
"I'll see the business through," he said, "though it's a shocking bore!"—
And now poor Tommy isn't seen at parties any more!

The foregoing verses, which were perpetrated by a cheap rhymester after reading a speech I made at the Guildhall, are evidently intended to be deliciously funny; but I hope I shall be pardoned for failing to detect their subtle humour.

What I said in my speech was: "The House of Commons is largely made up of really delightful young gentlemen who only stood for Parliament as a joke, without any expectation of being elected."

This is true; but I venture to say that such conduct does not call for sneers and satire. After all, the jokers belong to the right class. They are most of them ex-public school boys, like myself, and the public school code of humour has helped to make England what it is.

When hostile critics remind me that the battle of Majuba Hill was lost upon the playing fields of Eton by charming young men who treated war as a joke, and thought that good intentions could take the place of expert knowledge, I am not intimidated.

As I told my Guildhall audience, I would rather be governed by these pleasant young jesters "than by the appalling set of scallywags whom I met on the last occasion I lunched at the House of Commons."

That was when the Socialists were in power and ex-public schoolboys were few at Westminster. Although, of course, I know that some people will tell you that, whether or not you like their views, many of the M.P.s who have represented industrial constituencies had missed no chance to improve their knowledge of political economy and had studied at first hand many of the problems with which Parliament has to deal.

This may or may not be so; but I am so old-fashioned as to have a prejudice in favour of being governed by gentlemen.

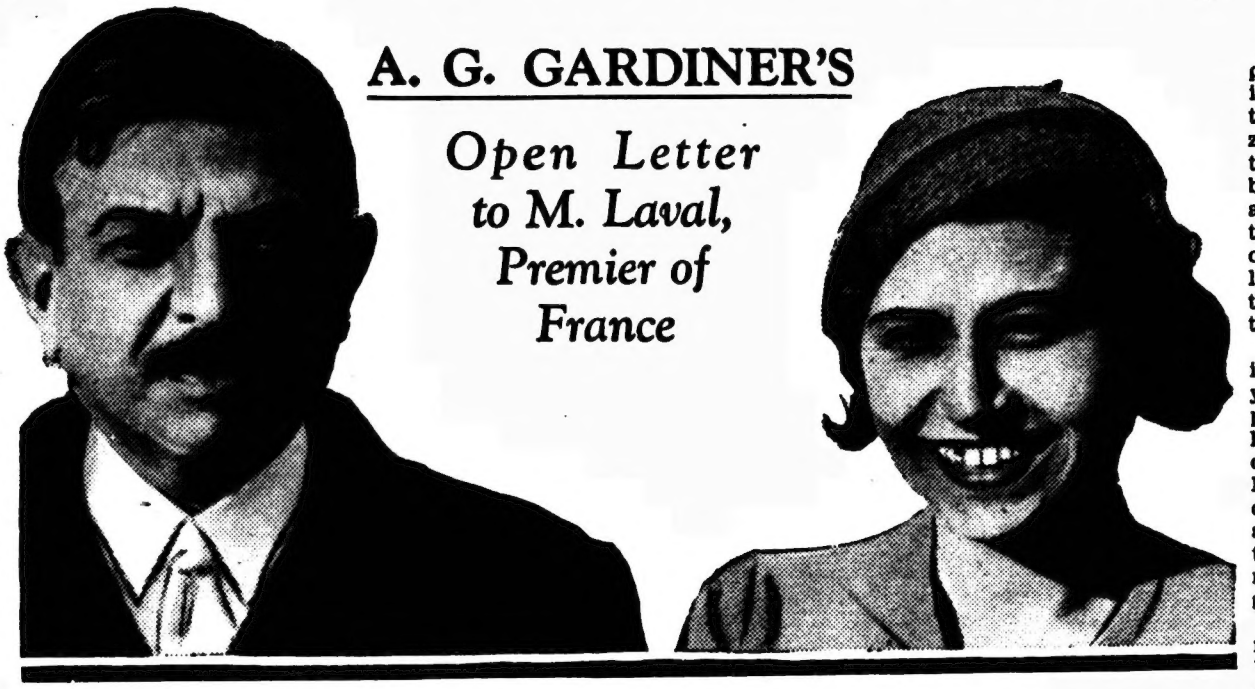
If you should ask me what I like
About these new M.P.s,
I'll tell you that I like the style
In which they dress, the way they smile;
They are so much at ease;
They have, in fact, a certain air
Replete with *chic* and *savoir-faire*.

They may not know a frightful lot
Concerning this or that
Big public question; but each shows
A pretty taste in ties and hose
And owns a glossy hat!
Few of them thought a seat to gain,
But, now they're there, long may they
reign!

A Diabolical Policy

A. G. GARDINER'S

Open Letter to M. Laval, Premier of France



Premier and bodyguard—Pierre Laval and his daughter Josette, the Ishbel of France

N addressing you personally and publicly, dear M. Laval, I do so as the most direct way of present- certain considera- ns, not merely to as the head of the nch Government, to the French ple, and, not least, the French Press.

f any apology is ded it is to be found the immediate mity that threatens world, and in the t that your nation re than any other the power to avert t calamity or to ng it to pass.

want you to see t if it is averted you l share the general efit, and that if it not averted you will re in the general astrophe.

need not dwell at length on the ture of the calamity. Briefly, it is s: Eight weeks hence, the "stand- l" agreement with Germany comes an end. By this agreement the nks—mainly English and American ndertook last summer not to de- nd repayment for six months of short-term credits they had nted to Germany.

Quivering structure

They did this in order to save Ger- ny from defaulting. If Germany d crashed last summer—and how rrowly she escaped is common owledge—she would have brought financial structure of the world the ground with her. She was ed for six months.

The six months are up in Feb- ary. But the situation in Germany so critical that she cannot hope to et her obligations to the banks. e has paid a substantial portion of r foreign credits, but only by drain- her last reserves and by econo- es which have increased her un- ployed to the prodigious total of r and a half millions.

If the banks, therefore, insist on payment next February she will de- ult, with devastating consequences the whole world. To avoid this aster, the banks are prepared to olong the short-term credits.

But this can be done on one con- ion only—that France equally rees to the continued suspension unconditional reparations. The over year of grace for the suspen- on of war debts and reparations is in July. Unless that year of grace renewed Germany will collapse.

You are responsible

You are standing out against that newal in so far as the unconditional parations are concerned. You are sisting that those reparations which mainly to you must take preced- nce of the short-term credits of the nks which go mainly to Britain and merica.

You are claiming that your repara- ons are sacred, while the hard cash hich we and America have lent to ermany to keep her on her feet and nable her to pay those reparations an be dismissed as of no consequence.

That is the position. That is the haracter of the calamity which is mminent. If you insist, Germany will ollapse in February. Nothing can save her. And the responsibility will be yours and yours alone.

Now, taking the most narrow view of the matter, I venture to ask: Will this policy pay you?

Obviously it will not. If you persist in a demand which will bankrupt Germany in February, there will be no reparations for you in July. In fact, there will be no reparations in either case, just as there will be no immediate repayment of short credits in either case.

But in the one case Germany will still be a live debtor: in the other she will be a dead debtor. And remember, if you decree that Germany shall be a corpse, she will be a very uncomfortable corpse for you as for all of us. She will infect the air of Europe. She will infect your air.

Already Hitlerism—which your policy has created—is on the brink of victory. One more shove from you, and it will be in the saddle. And then you will have on the other side of the Rhine a nation of sixty million people who, by the diabolical policy which you have inspired for a dozen years, have been goaded into a passion of undying resentment and revenge. Is that what you want?

Against the world

But there is a wider question than this that I ask you to consider. Do you think—again on the lowest plane of calculation—that France can afford to mobilise the public opinion of the whole world against her? Will it profit her in the long run to have played the Wrecker, not merely of Germany, not merely of Europe, but of the whole white civilisation?

I agree that, in a shortsighted view of things, your policy has been astonishingly successful. Thirteen years after the war, in which this country recklessly poured out its blood and its treasure to save you from destruction, you are supreme in Europe.

Your military power has never been paralleled in history. It is greater relatively than that of Napoleon at its zenith. It is so great that your Press openly boasts that the French army is the guardian of the peace of Europe; in other words, that Europe lies under the shadow of the French sword. It is true.

But do you think that is the way of peace? Do you think Europe will permanently consent to live under the dominion of the French sword? Do you? Are the lessons of history so transitory as this? Is the fate of the Kaiser and Prussian militarism so soon forgotten?

And not only is your military power great. Your financial power is equally unchallenged. You have accumulated half the gold of the world. You hold Europe financially in the hollow of your hand.

While we have been pouring out our wealth to save European civilisation, you have been gathering in your reparations and building up your hoard of gold.

You played the mendicant so well that we forgave you £300,000,000 of the war debt you owed us. The cost of that debt is being borne by the British taxpayer to-day. It represents 10d. in the £ and remains as an eternal burden on British income-tax.

And now you propose that even the post-war loans we have made to Germany to enable her to pay reparations are to be set aside in order that your unconditional reparations shall be sacred.

Collapse of Trade

I pass by the use you have made of that financial power. The collapse of world currencies and with it the collapse of world trade is the sufficient witness of that.

The catastrophe of last summer in which the world is still foundering began with your refusal to lend the Credit-Anstalt a loan except on terms which involved the political servitude of Austria to your purposes.

Nor will I do more than remind you of what I have called the "diabolical" policy of the post-war years—the tragedy of the Ruhr invasion, the infamous occupation of the Rhine cities with black troops, the ceaseless demands for "securities" and more "securities," the refusal to fulfil the Versailles undertaking to disarm, the torpedoing of one disarmament conference after another.

I only recall them to enforce that question I have asked: Can France afford to wreck European civilisation?

Decide now!

I do not think she can. I do not think she can for the simple reason that she is a part of that civilisation and that if she insists in destroying it she will destroy herself with it.

The issue is now before her in its most naked terms. Europe is on the edge of a volcano. It is you, M. Laval, and your country who will decide whether Europe goes over the edge or not. You have to decide now.

Before you decide for calamity, I beg you to remember that, powerful though you are, you will be engulfed with the rest.

Homely Wisdom—by CANON R. J. CAMPBELL, D.D.

UPS *and* DOWNS

LAST week I alluded to the case of a young man who feels that his legitimate ambitions have been frustrated by the hard luck that has dogged him through life. I pointed out that the worst thing he could do would be to brood over it and give way to self-pity.

There is a place in life for every man who wants to do his best with his opportunities and is wise enough to see that external success is not so important as a contented spirit.

On Thursday last I happened to be addressing a private meeting in the south of England, and was spoken to afterwards by a sweet-faced old lady, who told me that what I had been saying about the swift and unforeseen changes in human lot applied rather markedly to her.

She had been brought up in a well-to-do middle-class home, but, like so many more, found herself stranded in later life by the failure of the business whence she drew her maintenance.

She had been straitened in means ever since, and the struggle has been a hard one; she is not eligible for the "dole," nor as yet for the old age pension.

But what do you think was her principal trouble? Her poverty? Her lack of the comforts she formerly enjoyed? Her loss of social position?

Not at all; not one of these; she did not mind these deprivations in the least. The one and only thing she was grieving about was that a poor woman who boarded with her, and whom it had been her joy to nurse and tend, had had to be taken to the infirmary and would probably not recover.

"I could bear worse hardships," said the big-hearted creature who thus told me her tale. "I could bear worse hardships if only I could have her back; it is very hard not to have anyone to love and serve."

I call that beautiful; it was the revelation of a fine heroic soul; and I have no doubt that a person who can come down in the world and retain such a spirit will not be left utterly alone.

George Eliot was right in saying that the greatest necessity of any human being is someone to love. If you have that, and if your affection is returned in full measure, the losses and crosses of life are rendered endurable, however severe.

A prominent peer of the realm, who began life as a member of a large family in a poor home, was recently asked whether he had missed anything in his upward climb. "Yes," he replied, "happiness." He had missed what the poorest can have if the heart is tender.

* * *

I wonder what Mr. Lloyd George thinks of human gratitude nowadays? A few years ago universally acclaimed as the foremost statesman in the world, he is to-day neglected and forsaken. The possessor of the most brilliant brain in public life, he is without place or party in the councils of the nation.

But his boy and girl stand by him. Critics make a joke of it, but a prouder distinction he has never won. The son refused his first chance of Government office rather than leave his father's side.

Up or down, what matters it, if loyal hearts surround us to the end?

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FREE.—Wonderful illustrated catalogue of FULLOTONE GRAMOPHONES and RADIO-GRAMOPHONE MODELS. PORTABLES, CABINETS, etc., on easy terms. Write for Catalogue now, while you think of it. Address will be found in advt. on page 27.

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BRONCHITIS, Asthma, Catarrh, Coughs, Colds. HERBAL BEANS give instant relief. Large Box (over 100 Beans), 1/3. Post Free.—Samp. 3d. Health Stores, Euston Rd., Morecambe.

CROUP.—Vapo-Cresolene always relieves irritation, quickly relieves spasmodic cough and difficulty in breathing.—Write for Free Booklet No. 46H, to Allen & Hanburys, Ltd., London, E.C.3.

BLUSHING, NERVOUSNESS.—Don't waste money on cheap quack remedies. Send for free book on the cure of Self-consciousness.—Mr. Rivers (J.B.67), 40, Lamb's Conduit St., W.C.1.

GANGEE OINTMENT, the wonder healer. A proved cure for Bad Legs, Old Wounds, Ulcers, Sores or other troublesome skin complaints. Succeeds or money back. 2/9 post free from Gangee Products, 98, Bromham Road, Bedford.

WANTED TO PURCHASE.

BEST PRICES paid for Jewellery, Diamonds, Platinum, Old Gold and Silver, Antiques, Dental Plates (not Vulcanite). Valuable Property, etc. Nothing too large nor too small. Cash per return. Bentley & Co., 10, New Bond St., London, W.1.

ANY kind old gold, silver, jewellery, diamonds, old false teeth, platinum scrap bought. Highest cash by return.—Bell's, Upperhead Road, Leeds.

MISCELLANEOUS.

HEALTH AND STRENGTH.
GRAND CHRISTMAS DOUBLE NUMBER. Coloured cover, coloured art supplement, £200 in prizes, special holiday features.
A real treat! 6d. all newsagents, 7d. by post.—J. B. BURT, 4, GREVILLE STREET, E.C.1.

LIVE RATS ARE DEAD RATS IN ONE NIGHT WITH RODINE. A CUSTOMER PICKED UP 61 DEAD RATS AFTER LAYING DOWN RODINE. 7/4d., 1/3 ALL CHEMISTS. Of RODINE WORKS, PERTH (POST 3d. EXTRA).

DUKE'S JELLIED ALMONDS.
Also JELLIED LIQUORICE. Most Delicious. All Sweet Shops.

FREE.—Fill in the coupon in the B.D.V. advt. on page 18 for a free copy of the amazing Golden Gift Book in colour.

FREE.—A De Luxe Beauty Outfit of TOKALON Preparations. Read the offer on page 27 carefully and get your free outfits.

WRITE to ROWNTREE'S, Gift Dept. H.1, York, for booklet showing a wonderful range of Free Gifts in exchange for coupons from ROWNTREE'S COCOA and JELLIES.

A CHRISTMAS SHOPPING HINT.
YOU can always make less money buy more in purchasing through "JOHN BULL'S SHOP WINDOW," but this week's display (pages 2 and 3) contains an unusual number of bargains. An example of keen value is a Fireside Chair with loose velveteen cushion for 10/6 offered by Wolfe & Hollander, Ltd. What an ideal gift this would make, or think what comfort it would give you at Christmas-time. The Chair is illustrated in the advertisement on page 2, where you will also find other things at tempting prices.

SELF-CONSCIOUSNESS, NERVOUSNESS, BLUSHING

A Remarkably Interesting Book on Nervous Disorders Given FREE to Sufferers!

There is no greater obstacle to social and business success than a nervous and shy disposition. Nervousness deprives you of the ability to develop your talents and make headway in the battle of life. If you are a victim of this distressing disorder send at once for my remarkably interesting 32-page book describing a genuine, inexpensive home cure. Sent privately in a plain sealed envelope, without charge or obligation.

HENRY J. RIVERS (Book Dept., J.B. 86), 40, Lamb's Conduit St., London, W.C.1.

Weekly Informations from Major-General Sir Wyndham Childs

The post-office delivered hundreds of thousands of tickets in this mammoth Christmas draw—but will it ever have to despatch the prizes?

HUGE Christmas Draw MYSTERY

DURING the past fortnight my mailbag has been more than doubled by a great influx of queries from all parts of the British Isles regarding a colossal Christ- draw.

aunched with the avowed object of ing funds for a well-known hos- l, that was named after and ays cherished by the late Queen xandra, this draw is one of the t ambitious schemes of its kind ave ever seen.

ven as I write letters of enquiry still pouring into the office from es as far apart as Aberdeen and ckpool, Stirling and Bradford; mberland and Dorking; Rochdale Wisbech; Durham and Salisbury; nnockburn and Colchester; Man- ster and Penzance.

hen I say that the draw is being anised by the Brighton County b, of Middle Street, Brighton, on alf of the Royal Alexandra Hos- l, of Dyke Road, Brighton, you wonder why people in so many ant towns are interested.

ll those who have written to me puzzled, too. They have never rd of the Brighton County Club, d they are wondering why they e been approached at all. It is ar that the club has been very rgetic in collecting the correct mes and addresses of people in ost every city, town and village in British Isles.

Books broadcast

n many cases, though, doubts have n allayed by the impressive cir- ar letters and the feeling that a ounty" club must be of some stand- and repute.

s there were many aspects of this ely-launched appeal that I did not e. I set enquiries afoot, with results ich more than justify my sceptic- m.

he circulars are signed on behalf the Brighton County Club by "H. elling, Secretary," and are accom- ied by books of lottery tickets.

he club's name appears conspicu- ly on each ticket, with the words: nnual Christmas Draw—1931—in of the Royal Alexandra Hospital." o, on the face of it, there can be misunderstanding as to the object the movement or the clearly con- ed impression that it is an estab- ed annual event.

he sum of £1,500 is offered in zes—cheques, turkeys, York hams, mpers, whisky, brandy, port, Havana ars, chocolates and cigarettes.

After deducting prize-money and penses, the balance will be devoted the above hospital," the circulars clare.

ut books are being distributed by thousand quite indiscriminately strangers in all parts of the coun- , whose integrity is taken for nted. The club is even so accom- odating as to tell recipients that ey can pass their book on to a friend they choose!

t must be apparent at once that it uld be impossible to keep track of books issued on this haphazard scale, and that there is nothing to ensure that they will not fall into the hands of unscrupulous folk who will stick to the money and fail to return counterfoils.

Let us, however, consider the case of the honest recipient. He is entitled to keep four tickets in every book for himself with the additional assurance that should he dispose of a winning ticket he will receive a hamper and £5.

As 600 prizes are definitely advertised on the tickets a simple calculation shows that sellers of winning tickets alone will draw £3,000 against the £1,500 prizes!

What, then, do the promoters hope to get out of it?

I look in vain on the tickets for the names of the club's or the hospital's bankers; nor does the printer's name appear thereon, as required by law.

Remittances, I am astounded to find, are not even to be sent to the club, but to be made payable to H. Snelling personally. A printed slip is enclosed to save bookholders the bother of writing covering letters.

Why should the cash go to Mr. Snelling as an individual? Why not "Secretary of the Brighton County Club" and crossed "Royal Alexandra Hospital A/C."? This, surely, should be the proper procedure when the appeal is nation-wide?

Wrong title

I must confess that it was this strange banking system which perplexed me most when enquiries first began to reach me; but the result of my investigations reveals the truth.

In the first place, Mr. Snelling is not the secretary of the Brighton County Club; nor is he in any way associated with the Royal Alexandra Hospital.

Even the designation of the club, as it appears on the tickets and circulars, is incorrect. Its registered title is the Brighton County Club (1929), Ltd., and it is a phœnix which has arisen out of the ashes of a limited company that was wound up because it could not meet its liability.

As there is a registered secretary—*not* Snelling—why has this retired publican, who sometimes acts as a bookmaker's clerk, been dragged in?

It can hardly be because he is an expert at organising lotteries of this kind, for I find that the steward of the club, one Alfred Goldwater—whose wife is one of the two directors—is the bookmaker who employs him.

Are these roundabout tactics dictated because the whole thing is illegal and punishable by heavy penalties? Are they designed to spare the club and let Mr. Snelling shoulder any blame in the event of possible trouble with the authorities?

Before I go further into these points let me say at once that the Royal Alexandra Hospital's good name has been grossly misused.

What happened?

The secretary, Mr. H. Spooner, is appalled. He assured one of my representatives that the whole thing had been launched without his authority.

What happened was this: As steward of the club, Mr. Alfred Goldwater wrote asking if the hospital would care to accept a donation from a small competition to be run in connection with the club.

The hospital replied that it could not in any way take part in the organisation of any such venture, but despite this the promoters of the Christmas draw scheme have proceeded in the manner I have shown.

Mr. Goldwater may plead that, with Snelling, he is only anxious to benefit the local hospital. But if this be so, why should his own name be absent from the literature? And why is there no governing committee to put the scheme on a sound basis?

I find it difficult to believe that Mr. Alfred Goldwater's modesty in remaining behind the scenes is dictated by any altruistic motive.

He has a most unenviable record in lottery and bookmaking circles and has, in fact, been convicted for publishing a proposal for the sale of lottery tickets.

Has he forgotten that when he was fined by Mr. Dummett at Marylebone in 1929 his defence was that he did not "think" there was any harm in his scheme?

Last year complaints were lodged against him by people in Clitheroe, Lincoln, Oldham, Aldershot, Faversham, Liverpool, Sheffield, Yeovil, Bridport, Huddersfield, Windsor, Northampton, and countless other places throughout the country.

With offices in Panton Street, London, and Queen's Road, Brighton, he then acted as a commission agent.

But he defaulted in payments to winning clients, who simply got a crude letter by way of explanation that he could not pay until he "realised his securities."

That was the end of the matter for them.

An ugly affray

In putting this man Snelling forward in the present case he cannot really be anxious to keep the club's name free from criticism.

It has been under the eye of the authorities once or twice, and, following a police raid on one occasion, sixty-two summonses were heard against the club and its officials respecting unbridled drinking outside licensing hours.

Heavy fines followed.

After the raid a reprehensible suggestion was made to the chief police witness that he should become a member.

Mr. Goldwater himself gained notoriety not long ago in a brawl on the club premises, during which he struck one of his racing acquaintances over the head with a bottle!

This arose out of an affray there early this year in which three men and one woman were so badly injured that they had to receive hospital treatment.

"Draw" specialists

I note, too, that some of the frequenters of this club are members of the "Dew" gang—a body of racing crooks who specialise in running bogus sweepstakes and Christmas draws, and who have been a source of trouble to the police for years.

In one of their ventures, run from offices in St. James Street, Piccadilly, Mr. Goldwater actually provided references for the "dummy" man who was "put up" as the proprietor.

So there you have the facts behind the Brighton County Club and its colossal campaign for raising money throughout the country.

I trust that there will soon be drastic official intervention by the authorities.

At the Sign of "The Red Rag"

There is a dressing-gown at one of the big film studios which is the envy of everybody. Flaming red, with huge white buttons, it is a prominent "landmark."

It is said that artists actually arrange to meet one another "at the sign of The Red Rag"! The owner is Leslie Howard, the famous film star. His fascinating life story appears in *The Picturegoer*. Buy it on Friday, December 4.

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A little makes a lot of flavour

No need to swamp your food—a few drops only of H.P. on the side of the plate is all you require to impart a deliciousness that makes the plainest fare enticing. Unrivalled with cold meat, bacon, cheese, sausages, etc.

LOVELY FURS DIRECT FROM THE GRAVES WAREHOUSE.

There is no need to pay fancy prices for Furs. You save pounds by coming to the fountain head for value.

Magnificent Kolinsky Marmot Stole 68 inches long by 8 inches wide, made of carefully selected pelts of the lovely Golden Brown Shade which is now so fashionable. Beautifully lined with Silk to tone, and trimmed with 4 tails and 8 paws. A handsome corded drop and hook are fitted. The Fur is of excellent quality and extremely reliable in wear. Offered at the marvellously low price of 35/-

TERMS: Send 5/- now, and 6 Monthly Payments of 5/- if you are fully satisfied. Fullest Approval.

WRITE FOR CATALOGUE containing many other genuine Bargains. All the most fashionable shapes and styles in the most attractive Furs, including Trimmings for Winter Coats, etc. Every lady should send for this money-saving book to-day.

5/- NOW

J. S. GRAVES Ltd. SHEFFIELD.

There is only *one* 'OVALTINE'

THE universal popularity "Ovaltine" enjoys and the wide recommendation it receives from the highest authorities are convincing evidence of its outstanding merits. In this delicious beverage every food element necessary for health is present in a correctly balanced, highly concentrated and easily digested form.

"Ovaltine" is not a mere mixture of powdered malt, milk powder, dried eggs and cocoa, but an original product prepared from malt extract, fresh creamy milk and new-laid eggs.

The formula and scientific method of manufacture are exclusively used for "Ovaltine." It contains no indigestible starch and no added sugar to give it bulk and to cheapen the cost. Sugar is cheap and can be added in the home if required.

The "Ovaltine" factory at King's Langley, with a floor space of more than 250,000 square feet is the ideal of what a food factory should be. A more hygienic or better equipped factory does not exist. Nor is there one in which more up-to-date machinery is installed.

The manufacturers of "Ovaltine" are by far the largest purchasers in the world of malt and milk for the manufacture of a proprietary food beverage. They are also the largest users of new-laid eggs and these are obtained from the "Ovaltine" Egg Farm and specially selected sources.

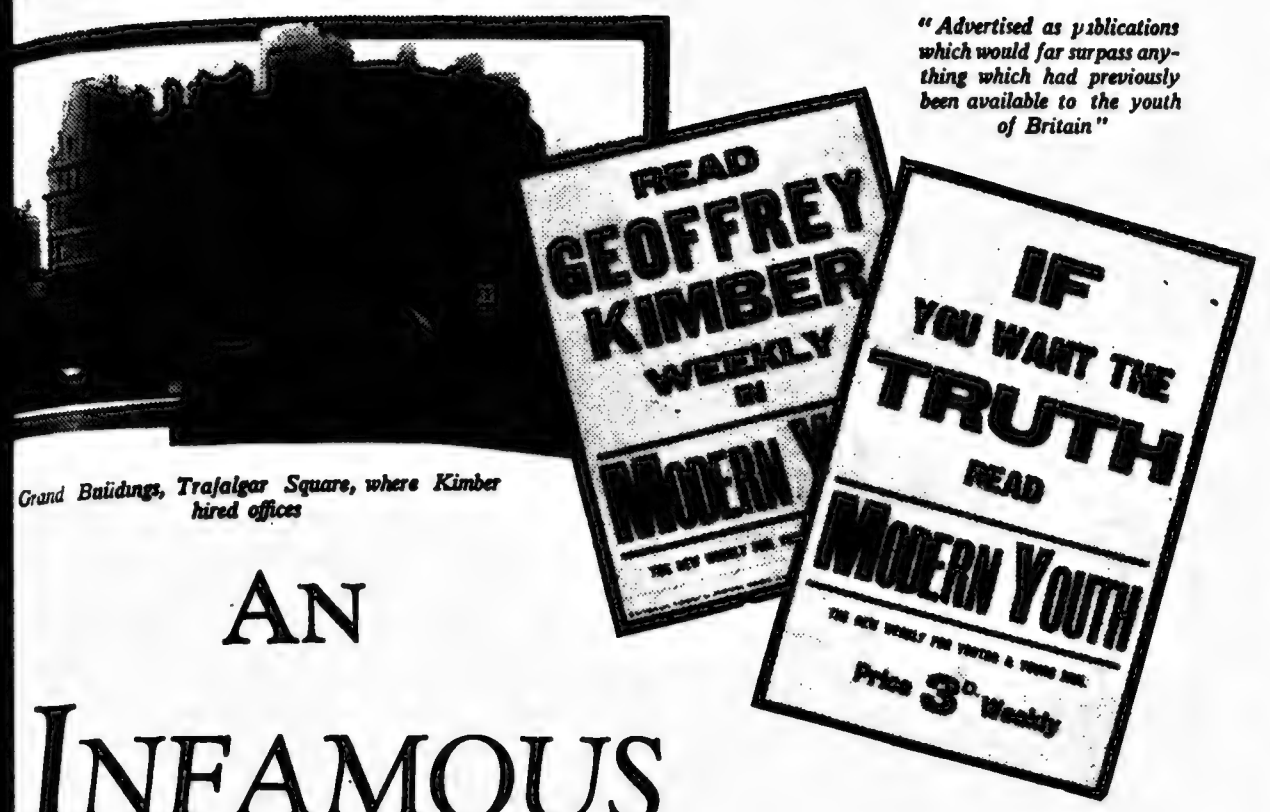
It is emphasized that "Ovaltine" is made from home-grown produce. By drinking delicious "Ovaltine," therefore, you are supporting the farmers at home and thus assisting in creating more employment.

All the above factors have reduced the cost of manufacture to the minimum and make it possible to sell "Ovaltine" at the present low prices. In accordance with the principles of the proprietors all savings in manufacturing costs are passed on to the public in lower prices.

Reduced prices in Gt. Britain and N. Ireland 1/1, 1/10 & 3/3

There is only one "Ovaltine"— there is nothing "just as good."

P.781



Grand Buildings, Trafalgar Square, where Kimber hired offices

"Advertised as publications which would far surpass anything which had previously been available to the youth of Britain"

AN INFAMOUS EDITOR

URING the past three months numerous parents, guardians and headmasters throughout the country have availed themof *John Bull's* Free Advice segarding a supposed publishing isation in London.
ir sons, wards and pupils had offered tempting appointments remium-paying learners on the ial staff of a new weekly dical.
had reason from the nature of proposition to urge those who ached us to observe scrupulous on, and not to make decisions our investigation was completed.

The warning

n we were able to give all of them ite advice. It was that the offers reers to the young men in their e should be resolutely shunned.
ents in the past few days have ly justified our warnings.
ny hundreds of parents and rs, as well as youths about to public schools and universities, been in communication with this firm of publishers regarding the nt journalistic posts.
ey had been attracted by advernents which appeared frequently national newspapers announcing rtunities to well-educated young to become sub-editors of an rtant publication.
fee of £100 was asked for each ointment.
eputable journals and magazines ot barter staff positions for money, it was for this reason alone that, the first instance, we advised the y applicants who communicated us to move warily.
was when we discovered that an vidual calling himself Geoffrey ber was hawking these posts that told our readers to have nothing o with the scheme.

Known fee-snatcher

his man has also been known as e Kimber, and we knew him as a e-scale fee-snatcher of the worst e.
early three years ago Kimber anced to the world that he was ching literary and general interest azines to be named *Westminster* *The Carlton.*
e never did anything of the kind, of course. The scheme and the titles were merely invented by him as an excuse to obtain money for mythical situations in the editorial and business branches of his non-existent magazines.

On this occasion, however, Kimber planned his *coup* on a much more ambitious and profitable scale.

Few people in recent weeks can have failed to observe the publicity given to a new periodical named *Modern Youth*, which, if the announcements had been true, would now have been on sale.

It was extensively advertised in the Press, on the railways and in public places, as a publication of a type which would far surpass in the quality of its contents and its list of distinguished contributors anything of the kind which had previously been available to the youth of Britain.

Manufacturers, traders and business houses were being approached to take advertising space, and it is now known that many of them were so impressed by the possibilities of the periodical that they entered into substantial contracts.

All this activity was only a cloak for Kimber's real motive. This was to recruit as many editorial assistants as possible and to obtain £100 from each of them.

He succeeded well, and would have fared even better if a large number of people had not taken the precaution of asking JOHN BULL about it.

No journal—or career

Now Kimber, who described himself as sole proprietor and managing editor of the periodical, has disappeared

The furniture has been removed from the offices of *Modern Youth*, which has never made its appearance, and there remains only the unhappy band of young men who paid Kimber £100 each for the careers in journalism which he promised them.

Before he embarked on this audacious campaign of fee-snatching, Kimber made an impudent attempt to involve the headquarters of the Conservative Party in his deceit.

He had the effrontery to seek financial aid for the projected *Modern Youth* from the Conservative Party funds.

When his proposition was examined by the Party chiefs and they learned his history, Kimber was promptly shown the door.

He next approached Mr. Stanley Baldwin himself, but his overtures to the Lord President of the Council met with the contemptuous rejection they merited.

Grandiose plans

Part of Kimber's plan was to promote a £250,000 public company, and with this object he was negotiating with a concern named Public Flotations, Ltd.

This, incidentally, is a worthless company which another notorious financial adventurer, Henry Allen Ashton, uses as the medium for his own exploits.

It is reasonable to assume that Kimber only went to Ashton because he knew that no reputable financial house would countenance his company.

Baffled by Mr. Baldwin and the Conservative Party directors, Kimber began advertising for sub-editors.

With the £200 which he obtained from the first two applicants, he hired a splendid suite of offices in Grand Buildings, Trafalgar Square.

Left wondering

In these imposing surroundings he found it easy to attract victims. His enticing advertisements appeared every week, and each produced for him a shoal of replies from or on behalf of eager candidates.

Kimber even went so far as to attempt to get *Modern Youth* produced.

What his next step would have been if the periodical had been printed can only be guessed.

For this purpose he gave a four-figure post-dated cheque to an eminent firm of printers and publishers. They were suspicious and delayed printing until the cheque was due for payment.

It was dishonoured.

The salaries of the big editorial and commercial staffs he had formed were also paid by cheques, but these, too, proved worthless.

A mistake!

When Kimber was challenged about the return of one cheque for only £3 he protested that the bank had made a terrible mistake because it held thousands of pounds worth of his family jewellery as security against his account.

This was found to be a hollow lie.

A few days ago Kimber left the offices to visit the bank to draw money to pay salaries. He has not been seen again by his dupes.

COSTLY CHARITY SCHEME

AN organisation known as the Boys' Aid Society, of Brixton Road, London, S.W.9, is appealing for funds on behalf of London's poor children.

According to its circulars it provides free meals and holidays in convalescent camps and homes; clothes; artificial limbs for cripples and "help wherever possible in all genuine cases of distress."

Such appeals are always certain to arouse a great deal of sympathy, but from enquiries we have made it is doubtful whether those who subscribe to the Boys' Aid Society would be satisfied with the manner in which their money is applied.

* * *

The society is under the direction of a Captain R. S. Silvester, who is assisted by an appeals secretary and assistant secretary.

In addition to appeals made by circular, door-to-door canvassers are employed on salary and commission, and, on occasion, there have been more than a score of collectors "on the road."

* * *

We should not quarrel with all this if results justified the employment of these various officials. But what are the facts?

Sixty boys were sent into camp this year and one lad was assisted in obtaining an artificial limb—this during a period when £1,000 had been obtained from the public.

The Boys' Aid Society, we are told, intends to issue a report next May; but meanwhile we can furnish some figures which speak for themselves.

Captain Silvester's salary from the Society is fixed at £273 yearly, with expenses in addition; the Appeals Secretary is allowed £3 10s. a week, and expenses; the Assistant Secretary £1 5s. a week and 2½ per cent. on collections. That is, £10 10s. a week for the executive apart from personal allowances and office expenses.

Then there are the collectors, who receive £1 10s. a week, plus 5s. in every £1 after the first £3 collected.

All this to send sixty boys to camp and provide one artificial leg.

It is officially estimated in charity circles that the salaries and expenses of the Boys' Aid Society swallow more than 50 per cent. of the funds.

* * *

Another point which must be borne in mind is that this society does not break any fresh ground but overlaps fields already covered by big and soundly established charities which are capable of achieving far more gratifying results without extravagance.

Not-with-standing

all your efforts, most floor coverings will gather dust and dirt. The safeguard and remedy is Catesbys Cork Lino. With this hygienic floor covering the house is freed from the labours and dangers of dust-gathering floor coverings. Thousands of testimonials prove that the introduction of CATESBYS CORK LINO into the home means the exiling of dust, dirt and drudgery. A dust-permeated floor covering is especially risky in the home blessed with young Children. Give the children every opportunity to grow up healthy ; and give the home a chance to look completely beautiful by laying our Lino on your floors.

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Together with our book of designs, we enclose sample pieces of cork lino to enable you to examine the quality in your own home, also full details how to order on Cash or Credit Terms. Whichever way you buy we pay carriage in Great Britain.

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Please send me, post free, your Free Coloured Book of Cork Lino designs, sample pieces Cash and Credit Prices.

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The garment illustrated is the famous "Fitzgerald" Bib and Brace Overall, made in strong blue dungaree cloth.

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WITH 12 HALF-CROWN DOUBLE-SIDED RECORDS.

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The Graves Portable Model with 12 Half-Crown Double-sided Records (24 Selections), makes this the finest Gramophone Value in the World. This compact and powerful instrument is covered with waterproof leather cloth, fitted with plated corners and strong carrying handle. The Motor is perfectly adjusted and smooth running. The Sound Box is extra sensitive, and the Turntable has plated rim. Improved internal Sound Horn and receptacle in lid for Records. Carriage Paid with 12 Half-Crown Double-sided Records £3.10

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CROOK'S "BUY BRITISH" SWINDLE

A little Miss admires a sturdy British shire horse in a London store. Cohen has made shameful use of the national campaign

SHOPKEEPERS all over the country are being defrauded by a wholesale firm whose sustained success is undoubtedly due to its ingenuity having devised a seasonable swindle.

Known as Cohens, Limited, it boasts adquarters at 30-35, Dudley Road, rmingham, and complaints regarding its methods have already arisen in rtshire, Gloucestershire, Hampshire d other counties.

Not only is this firm taking advange of the fact that traders everyere are augmenting stocks for the ristmas toy trade, but it is also erly exploiting the "Buy British!" gan.

As the whole nation is being stirred this exhortation from Press, poster d platform, Cohens, Limited, is aling a considerable volume of under.

But it does not appeal solely to senent; it pretends to be in a position place a genuine business opportunity fore shopkeepers.

Patriotic piffle

One of this firm's representatives in Swindon recently and called on a shopkeeper there with a sheaf attractive price-lists and catalogues ting to British-made toys.

The firm of Cohens, Limited, was an established one, he declared, and an unrivalled reputation in Birmham as wholesale toy dealers.

Although, like every other firm of kind, it had been obliged in the past draw its chief supplies from the ntinent, it was concentrating this on a new venture.

On the strength of its reputation, firm of Cohens, Limited, had been to encourage a number of British manufacturers to increase their output. It had, in fact, guaranteed to dispose of sufficient quantities to make this worth while.

This ambitious effort was now justified. No one had ever had the temerity before to try to compete with Continental toy manufacturers; but as Cohens, Limited, proved by its catalogues and price-lists, it was now possible to obtain the best British-made toys on favourable terms.

The Swindon shopkeeper was told how foolish it would be not to take advantage of this unique offer when so much "free publicity" was available on account of the "Buy British!" drive.

It was now possible for him to fill his window with all-British toys and he could be certain of doing a record Christmas trade. Only two stipulations were being enforced by Cohens, Limited, but they were very necessary stipulations and justified by the company's enterprise. The first was that no order could be entertained that was lower than £5; the second was cash with order.

The Swindon trader was given time to peruse the traveller's catalogues and eventually decided that the opportunity really was too good to be missed.

He placed a very substantial trial order and was assured that the toys would be delivered within a week "carriage paid."

Sold!

Before departing, the toy traveller tendered an official receipt on behalf of his firm. And he smilingly displayed his order book to show how shopkeepers in all parts were jumping at the company's splendid proposition.

The shopkeeper began to plan a window-dressing scheme, but after a week had elapsed there was no sign of the promised consignment of toys.

He allowed a little further grace, realising that Messrs. Cohens, Limited, must be inundated with orders. But when the delay became unduly protracted he ventured to write to the firm with the request that his order be attended to as early as possible.

The result was silence. Cohens, Limited, evidently couldn't be bothered with correspondence.

The shopkeeper wrote again, little dreaming that other shopkeepers throughout Britain were similarly writing to the Birmingham firm to ask when they might expect delivery of promised toys.

We are sorry to announce that not one of these countless victims has the smallest prospect of securing even a penny whistle from these "famous wholesale toy dealers."

Enquiry in Birmingham reveals the fact that there is no such firm as Cohens, Limited, at the address given

(*Continued in col. 3*)

(*Continued from col. 2*)

on the receipts and catalogues distributed by travellers.

There is not even the remotest trace of any toy dealers; nor is anything known of the alleged enterprising venture to boost British toys, and British manufacturers are quite unaware of the supposed "fat contracts" from Cohens, Limited.

The whole brazen scheme is a figment of the imagination of a crafty individual known as J. Cohen, who cannot now be found.

Nevertheless, complaints show that he is still successfully operating and adding to his victims daily.

Shopkeepers everywhere should be well on their guard, and meanwhile we share the hope expressed by many of his victims that Cohen will soon be found and made to spend his Christmas in jail.

Arthur Sparrow . . . "a bleak hopeless, crippled future"

Cruellest RED TAPE WRANGLE

HERE is a story so poignant that it should melt the most adamantine heart; yet it has left officialdom unmoved, and the victim to-day is in a tragic plight.

He is Mr. Arthur Ernest Sparrow, of Western Parade, Southsea. As a youngster of twenty he marched away to France in October, 1914, robust in health and spirits; to-day, at thirty-seven, he is a broken man, having endured untold suffering, in the course of which he has lost both legs.

For years past he has been appealing to the authorities for sympathy and help; but the official view is that his plight cannot be regarded as in any way due to war services, and there is nothing for him but a bleak, hopeless, crippled future.

Unheeded pleas

Officialdom has rarely seemed so relentless. We are amazed that Sparrow's pleas should have been unheeded, for the facts, as investigated by us, weigh heavily in his favour.

Until he was admitted to hospital, during the first battle of Ypres, Sparrow had enjoyed good health. His medical history sheet for that occasion contains the official entry: "Sprain, ankle"; but Sparrow contends that he had sustained no injury to his ankle, but was suffering from swelling and tenderness from the toes upwards.

These facts are important in the light of subsequent events.

Sparrow was demobilised in July, 1919, and returned to a post he had held before the war with the Post Office Engineering Department.

His health continued to be good until December, 1923, when he began to suffer with his feet. From that date onwards he has undergone repeated operations, with the result, as we say, that he is now minus both legs.

He made his first claim for a disability pension in 1927, when he had lost his right foot and the great toe of his left foot.

It was rejected on the grounds that his disabilities were neither due to nor aggravated by military service.

This view has since been upheld by the Pensions Appeal Tribunal.

Now, we have before us a wealth of medical evidence in Sparrow's favour.

On his side

The surgeon who operated upon him—Dr. W. Martin, F.R.C.S., of the Royal Portsmouth Hospital—states: "I have always been of the opinion, and still am, that the trouble was a sequence of trench feet."

Sir William Willcox, M.D., L.R.C.P., definitely attributes the cause of Sparrow's trouble to trench feet and colitis, and has no hesitation in placing on record his opinion that the ultimate disease which made amputation essential was accelerated by war service.

A third medical man, with three years' Ministry of Pensions experience, who has had Sparrow under his personal observation for long periods, confirms these opinions.

He refers to the case as a blatant one, deserving of the highest possible pension.

How, readers will ask, could Sparrow's claims be rejected in the face of such evidence?

The answer is that officialdom cannot, apparently, get over the fact that Sparrow's medical history sheet shows him as being treated in France for sprain and not trench feet!

It seems monstrous that he should not have been given the benefit of the doubt. Without suggesting that medical records are unreliable, it is surely not unreasonable to point out that abnormal conditions were prevailing in the early days of the war. Many a hasty diagnosis had to be made and little was known then of the pathology of trench feet, which had hardly begun to be classified as a distinct disease.

On account of his terrible disability, Sparrow has lost his job and has to support a wife on a mere pittance of £2 3s. 2d. a month from the Post Office.

Where's Justice?

The adverse decision of the Pensions Appeal Tribunal is final and binding so far as the Royal Warrant is concerned; but Sparrow's case is unique and so tragic that it calls for exceptional consideration.

That it has failed to receive this consideration hitherto cannot be too strongly deplored; but it is not too late to make amends.

The Ministry of Pensions should approach the Treasury at once for special sanction to award a grant, pension or gratuity to this much-wronged war victim.

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This unprecedented offer is open to every reader of "John Bull"—all applications will be dealt with in strict rotation.

Make no mistake—this is not an offer of a half-crown discount on a purchase. It is a clear-cut Gift, guaranteed by the "Daily Herald," of a Half-Crown *FREE*, in Hard Cash.

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This is your one and only opportunity to share in the most amazing offer of its kind ever made—it will not appear in this paper again—and remember that no application will be entertained if it arrives later than First Post, Saturday, December 12th.

Fill in your name and full postal address clearly in ink on the Label on the right and affix a half-penny stamp to the space provided. If you are already a reader of the "Daily Herald," place a cross (X) in the square in the bottom left-hand corner—if not leave square blank. Cut out neatly and enclose in an unsealed envelope bearing a half-penny stamp and post to:

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Miss Eleanor Rathbone wants to put justice and humanity into that will

DEAD HAND Vengeance

—by—

E. ROFFE THOMPSON

THERE are some 8,000,000 married couples in England and Wales. Every one of the 8,000,000 husbands is compelled by law to support his wife and children during a lifetime, but when he dies he is legally entitled, should he so wish, to leave them totally destitute, willing everything he possesses either to a mistress or to a favoured relative or charity.

Such cases happen far more commonly than is supposed. Here is one: A husband forged his wife's signature and sold her property without her knowledge. At his death it was found he had left all his property, including the proceeds of the sale of his wife's estate, to his mistress, whose very existence had never even been suspected by his wife.

He lied—she lost

A similar case recently came to light where a man carrying on a business in a certain town told his wife that he had another business in another town which necessitated his lengthy absences from home.

He died suddenly as the result of an accident. Then it was found that the "business" in the second town was a myth.

He had had a mistress there and he had left every penny of his property to this woman and her children. His wife was left destitute.

This is a case of a woman who, after having married for twenty years, was left penniless by her husband and had to apply for relief. Here is another—one of the worst I have come across:

"My husband died in January, 1930, leaving the money I should have had as a barmaid. At the age of fifty-one I am left penniless. I am struggling along as best I can, lucky if I can provide for my daily wants, without any hope of providing for my old age, which is very near. Apart from being left without money, the shock broke down my nerves.

"I was associated with my husband in business, and we made every penny we had together. Although I knew he was unfaithful, I expected to receive the results of my work; but out of £10,000 I did not get one penny."

There is something rather puzzling about the fact that in almost every big humanitarian reform this country lags behind the rest of the world. I have many times pointed out how we lag behind in questions of the reform of the divorce law, and in this matter of the complete disinheritance of dependants we are no less backward.

There is hardly another civilised country in the world that continually shuts its eyes to injustice as we do.

We are not, in many respects, nearly the forward and progressive country that we like to think ourselves.

It is neither humane nor just that the mere accident of death should be allowed to release a man from all the obligations the law imposes on him during his lifetime.

What possible justification can there be for a state of the law which allows death to inflict suffering which it would go to considerable lengths to prevent during life?

There are many people who take little interest in this question because they assume it is one that only affects the rich.

Such people do not know the facts. The vast majority of cases of disinheritance, that involve real hardship and cruelty, come from homes where even the inheritance of quite a small sum often means the difference between a wife being able to gather up again the broken threads of life and being thrown on to relief.

Law's blinkers

How utterly anomalous is the position can be readily seen from the fact that although a husband may deliberately leave his wife and children to starve, should he die without making a will at all the law promptly recognises the right of the wife and children to inheritance.

Such a position is more than anomalous. It is downright nonsensical.

Let us look at one or two more cases of what happens under the present state of the law:

A public-house manager left his wife and lived with another woman. During his life he was compelled to make his wife a reasonable allowance. On his death, however, it was found he had left everything he possessed to the woman with whom he had been living. His wife, left destitute and penniless, had to apply to the guardians for relief.

Why should a woman who for many years has associated her fortune, her name and her fate with a man be bundled out on to the streets because of what is often nothing but a caprice on the part of her husband?

Why should a woman—and there are hundreds of such cases—who has slaved for years in the building up of her husband's business be deprived in this cruel way of a fair share of the property she has helped to create?

Mr. Lloyd George once characterised such a position as "monstrous," and monstrous it is.

We foot the bill

There are, of course, cases in which women leave all their property away from husbands or children with equal injustice, but such cases are not nearly so numerous, and they seldom involve such cruel hardships. Any change in the law, however, must naturally apply to women as well as to men.

And a change is urgently needed in the interests of the public as well as the individual. At present these unfair wills sometimes touch the ratepayer very closely.

Isn't it monstrous indeed that a man who possessed property, and who had been contributing to the maintenance of his wife at a mental hospital, should have died and left a will making no provision for his widow, with the result that the guardians—that is to say, the ratepayers—were saddled with the costs until she died?

Wasn't it monstrous, too, that a woman should be left penniless on the death of her husband after being married to him for more than twenty years because the whole of his estate, even including the furniture, was left to his two sons by his first wife?

Early last year a Bill to remedy these gross inequalities and injustices was introduced into the House of Commons by Miss Eleanor Rathbone, M.P.

It received its Second Reading and was then referred to a Select Committee of both Houses of Parliament. The Bill was backed by Members of all Parties, and the evidence produced proved in overwhelming fashion the need for a revision and reform of the law. Eventually the Bill was withdrawn to enable certain technical amendments to be made.

I understand that these have now been made and that an early opportunity will be sought to bring this matter once more to the attention of Parliament. It is difficult to believe that it will encounter any trouble in its passage to the Statute Book.

The woman's right

Justice and humanity both demand that Parliamentary time shall be found to make such a wise provision part of our legal code and to bring this country into line with most others.

What are the grounds of humanity that demand it? Simply, I think, these—that when a woman marries she does not merely contract to be kept for the rest of her life by some man or other.

As wife, mother, housekeeper and companion, she is contributing her full share to the building of a home and the rearing of a family, to helping to perpetuate and stabilise the very foundations of civic life.

What principles of equity, of humanity, or of common fairness can be adduced to justify her, in the unhappy event of the death of her partner, being left helpless and unprovided for, if there exists any tangible result of her efforts?

The Human Machine

LUCK is PLUCK!

LIFE loves a fighter, and much of what people call luck is pluck. People with grit are always masters of their fate.

Consider the case of Frank Dobson, one of our foremost British sculptors, whose figure "Truth" was recently purchased for the nation at a cost of £1,000.

He was not always famous. He was born in Queen Charlotte's Hospital, and for many years knew exactly what real poverty meant. He knew what it was to be homeless, and to be forced to sleep in the open, under railway arches or wherever he could find shelter. For months on end his most expensive meals cost him a penny.

Many people would have crumpled up. Frank Dobson kept on. "When I was eighteen," he says, "I began to see daylight. I had won various scholarships, and after struggling along alone, selling an occasional picture, I was at last 'discovered' by that master of all painters, Augustus John, who introduced my work to some London buyers. Two years ago my sculpture was included in an American tour: and now I have been offered a room to myself in the great Chicago Exhibition of 1933. Life's funny, isn't it?"

He did what he was determined to do. Obstacles were only an incentive to further effort. He set his teeth and defied life to down him. You can do likewise.

If you are moaning that you haven't had any luck, make sure that the real reason isn't that you haven't had pluck.

500 COUPONS IS *ALL* YOU NEED

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The K-B "Masterpiece." A revelation in 2-valve radio. The most compact 2-valve set in existence. Closes to 7¼" x 7¼" x 7¼". Highly sensitive regenerative receiver giving amazing reception. Principal stations tuned in with ease—and with remarkable volume. Beautiful Bakelite case in highly polished dark figured mahogany finish. Pure-toned loudspeaker of unique design built into the lid. Set fully tested by Kolster-Brandes experts. Complete with 2 "Fotos" valves and full instructions . . .

The writer of this advertisement has himself received 23 stations, in London, on the K-B "Masterpiece," with only a 15 ft. indoor aerial.

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EACH COUPON WORTH 3 TIMES OTHER COUPON VALUES

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To GODFREY PHILLIPS LTD. (Dept. J.B.), 19, Commercial Street, London, E.1.

Please send me a copy of the amazing B.D.V. Golden Gift Book in colour showing 275 treble-value gifts and including 5 *free* coupons.

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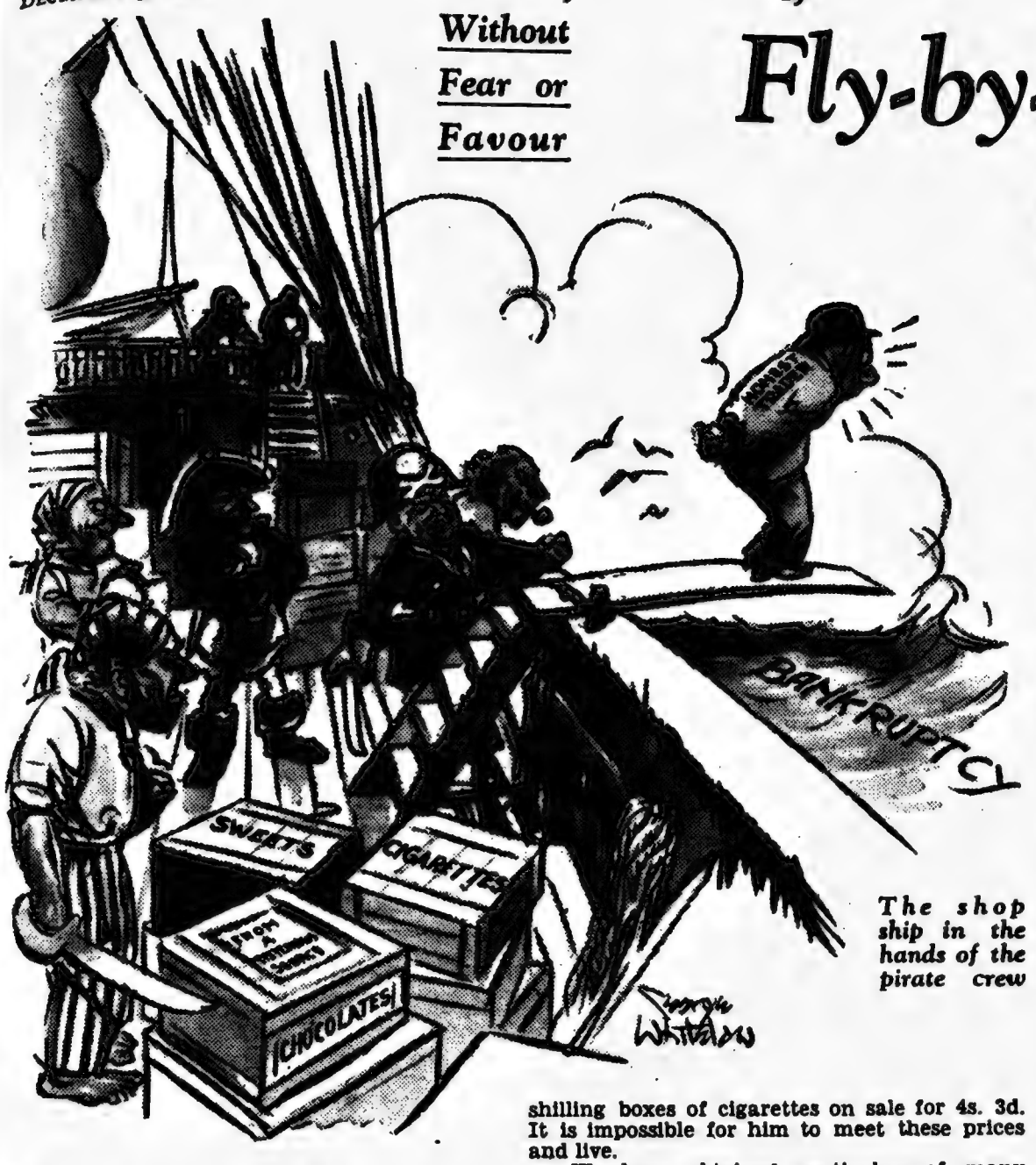
Without Fear or Favour

Fly-by-Night Cut-Throats



The shop ship in the hands of the pirate crew

IT is high time for the Board of Trade to investigate the whole question of "cut-price" trading. Something must be done to check this mean and shabby business, which is driving hundreds of small tradesmen into the bankruptcy court.

The "cut price" trader is one who sells proprietary articles below the minimum retail prices agreed to between manufacturers and retailers. He deals chiefly in tobacco and confectionery, but he is gradually invading other trades.

His methods, if they are not actually illegal, are morally dishonest. They represent a vicious attack upon the principles of all decent trading.

First and foremost it is necessary to find out how and where the "cut price" traders obtain their supplies. Trade protection associations would give a lot to know that. But this much is clear: they can only obtain them through nominees, or by misrepresentation, or by the purchase of stolen goods.

We particularly commend the attention of the police to the latter possibility. It is one which detectives in various parts of the country have not ignored, but it is always more difficult to convict receivers than to catch thieves.

The ordinary man in the street, who is naturally glad to save a few coppers when he buys his cigarettes or a box of chocolates to take home to his family, cannot realise the cruel hardships which the "cut-price" traders are inflicting on honest and struggling retailers. If he did, he would cease to patronise these business pirates.

Commercial murder

LET us try to open his eyes to the facts. It is the small shopkeeper who is suffering.

A hundred thousand retail tobacconists and confectioners are actually facing, or may at any moment have to face, the dishonest competition of the "cut-price" man.

Imagine the consternation of the small tobacconist or confectioner when he sees a "cut-price" shop open a few doors away with shilling tins of sweets offered for eightpence and five-shilling boxes of cigarettes on sale for 4s. 3d. It is impossible for him to meet these prices and live.

We have obtained particulars of many cases in which small traders have been ruined in this way.

A young woman, who invested her savings of £300 in a kiosk in the booking hall of a London railway station, was put out of business within six months. A "cut price" confectioner in the street outside the station sold chocolate, toffee and sweets of precisely the same brands as she did for less money than she had to pay to her suppliers.

A Grimsby woman, who appeared for her public examination in bankruptcy the other day, started in business with a capital of £200, but failed with debts amounting to £130 because of the "cutting of prices by her competitors."

Mystery supplies

COMPARE her case with that of a man known variously as Jack Jarazeisky or Zarashesky, sometimes known as Yankle, a naturalised Russian living in Bradford, Yorks, who appeared before the official receiver in Leeds the other day.

He was a "cut price" confectioner and tobacconist whose profits, when they were worked out, were found to have been no more than three-halfpence in the pound! He had no receipts for his transactions with wholesalers.

Yankle owes his creditors a matter of £560, and the Registrar, adjourning his examination *sine die*, said he hoped that the debtor would not be able to trade again in this country.

But it is easy to distinguish the honest bankrupt. A man who purchased a business for £300 in Upper Norwood, a district on the outskirts of London, failed for a matter of £400 as a direct result of "cut price" competition. A Gravesend tradesman of twenty years' standing was obliged to close down for the same reason.

One hundred and forty confectioners failed during last year for an average of a thousand pounds each. Within the same period eighty-three tobacconists were made bankrupt for a total sum of £98,000.

Grocers, who in these times of acute depression are similarly faced with "cutting," failed to the extent of £383,000. They numbered three hundred and seventy.

Very many of these men and women were ruined by the cunning and subterfuge of black-leg traders of the fly-by-night, quick-fire variety.

It was publicly stated at a meeting of fourteen hundred retailers of tobacco who assembled in Birmingham the other day that "in Great Britain not a single cutter was getting his cigarettes from the factory direct."

Where, then, we repeat, does the "cut-price" merchant obtain his supplies and how can he make a profit? The manufacturers can be ruled out as a possible source of supplies. In their own interests they are bound to fight this very evil.

The genuine wholesalers are equally hostile to price-cutters, but they may occasionally sell in good faith to bigger retailers, who get a discount for cash, and secretly pass on part of their orders to the price-cutters.

And there remains the possibility of stolen goods as a source of supply. The price-cutter cannot sell at cost, or less than cost, unless he himself has bought at well under cost or intends to decamp without paying his debts.

Day by day it is reported how shops and warehouses in various parts of the country have been raided by thieves. The stocks are looted and are carried away in vans never to be heard of again. There were twelve thousand such robberies within the past twelve months. The goods must have been sold somewhere. Who bought them?

An investigation by responsible authorities along these lines should produce some astounding results.

Cut-and-run bandits

WE readily admit that many "cut-price" traders may be honest enough according to their lights.

But even these men must be supplied by somebody, and this brings us to what is known in the trade as "the procurer." "Procurers" do not retail goods themselves; they simply contrive to obtain supplies, first from one source and then from another, at rockbottom prices. Some light was thrown upon their methods just recently when the Northern Tobacco Trades Association met in Manchester.

A case was then mentioned of a man who called upon certain wholesalers in a smart saloon car, representing that he came from a well-known club. He took away with him large parcels of tobacco and cigarettes. But the goods were never paid for. The address the man gave proved to be fictitious.

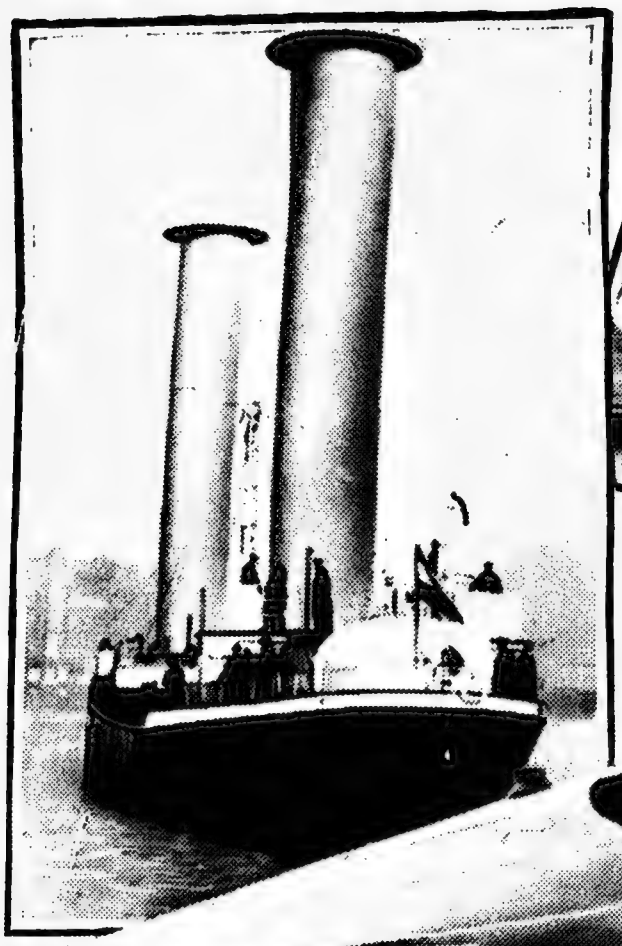
In Glasgow, in Yorkshire, the Eastern Counties and in the West of England the price-cutting ramp is widely prevalent. Two fresh "cut-price" establishments opened in Coventry recently. In Birmingham as many have opened up in recent months as have disappeared during the same period.

Throughout the country the small shopkeepers live in fear of these unscrupulous rivals. Every honest tradesman regards them with dislike and contempt, even if they have not yet invaded his own particular trade.

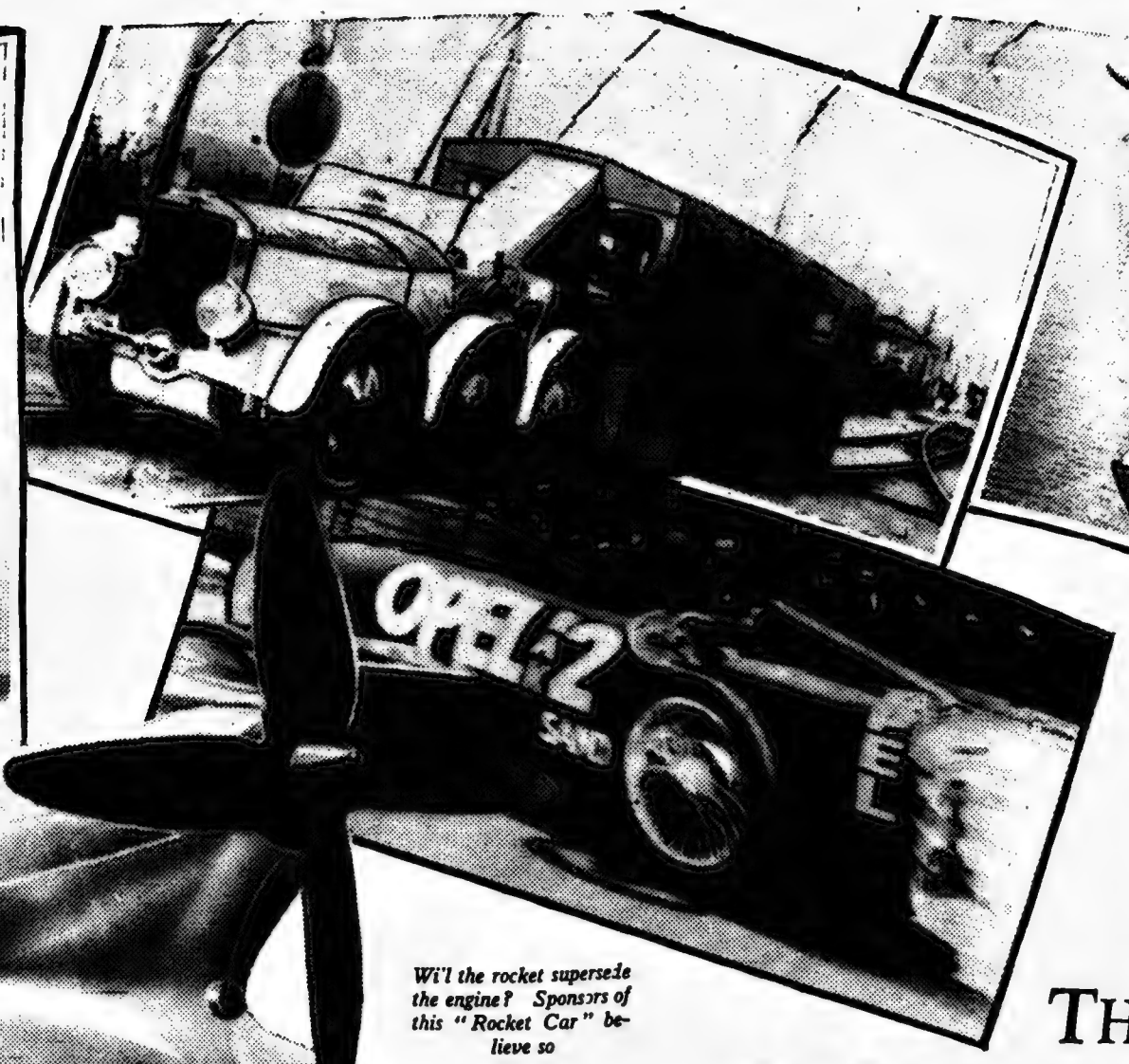
We repeat that these facts are sufficiently serious to justify stringent inquiry by the Board of Trade.

We think they merit special attention by the police of London and the provinces.

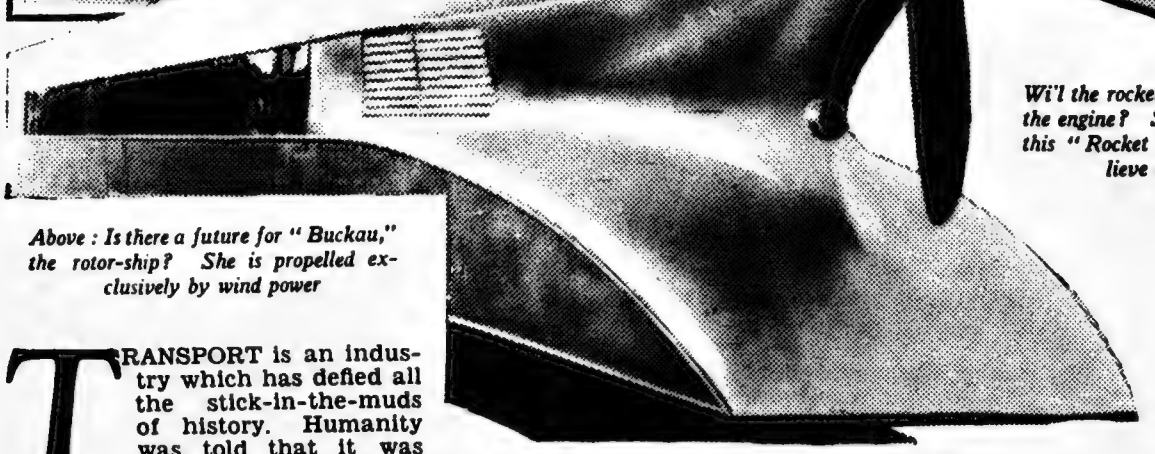
And we urge that they should not be ignored by the general public. Many people nowadays will cheerfully go out of their way to "buy British." The same spirit of comradeship and good citizenship should enable them to resist the lure of the "cut-price" merchants and buy their goods from the decent and honest traders with whom they usually deal.



Above : Is there a future for "Buckau," the rotor-ship? She is propelled exclusively by wind power



Wi'l the rocket supersede the engine? Sponsors of this "Rocket Car" believe so



This German "Rail-Zeppelin" can travel at 130 miles an hour

THE MAGIC CARPET OF To-morrow

by THE RT. HON. HERBERT MORRISON

Minister of Transport in the late Labour Government

TRANSPORT is an industry which has defied all the stick-in-the-muds of history. Humanity was told that it was absurd to think that it could ever fly; it flies.

It was asserted that we could never do without horse traffic, and yet that traffic is dwindling away, and many people now regard horse-drawn vehicles as irritating encumbrances.

As time goes, only a short while ago, twenty or thirty miles an hour seemed the utmost speed that could be attained; to-day motorists talk of "comfortable cruising" at forty miles an hour.

Therefore, when one writes of the future of transport it is best to exclude the word "impossible" from one's vocabulary.

The railway invasion

Let us take a glance at current improvements, developments and experiments in transport. Some of them may be "stunts" and hardly likely to come to fruition, but even so they may make their contribution to other changes: few inventions are the result of one man's brain.

The omnibus, the motor-coach and the tramcar have been improved out of all recognition. Experiments continue with the heavy oil engine; my own feeling is that it is only a matter of time and trying-out before heavy oil will be as common as petrol as a motive power for road transport.

Under the Road Traffic Act, 1930, which I introduced into Parliament, we are beginning to secure growing co-ordination of road and rail services. But that is a matter of organisation and arrangement.

A different kind of co-ordination may soon be realised—the actual invasion of the railway tracks by road service vehicles so designed that they can run on the rails as well as on the roads.

If these road-cum-rail vehicles are found after further tests to be really satisfactory, they will open up a wonderful extension of transport facilities.

On suitable stretches of line they will give us full railway speed and yet they will also be able to pick up and set down passengers away from the railway at points which are now isolated.

In France the pneumatic rubber tyred railway car, known as the Micheline, has already been tried, doing the journey from Paris to Deauville in 2 hrs. 14 mins., being 21 minutes less than the fastest steam express.

Make no mistake about it; the railways are as much the subject of modern experiment as the roads.

One such experiment was the propeller-driven "Zeppelin on rails" which, it is claimed, averaged 109 miles an hour on its maiden trip from Hamburg to Berlin, reaching a maximum of 130 miles per hour.

London's underground railways were all electrified many years ago, and the Southern Electric is now about to extend to Brighton and Worthing. One of my visions under the London Passenger Transport Bill is the through interrunning of suburban electric and underground lines.

When I left office I was hard at work on the problem of the electrification of the main line railways, arising out of the valuable Weir report.

My own feeling is that electrification of the main lines ought to come and will come, and that given the proper organisation and co-ordination of transport generally there is no need for this transformation to be subsidised out of public funds.

In connection with rail electrification, big claims are being made on behalf of the Diesel-electric locomotive, which may have a big part to play in the modernisation of the railways, and its claims should be fully considered.

Universal scheme

At the moment, my broad opinion is that it will do its best with the lighter traffics on isolated branch lines, but that for the speedy, heavy and dense loads of the main lines, electrification is the right thing.

In any case, the railways must either get on or get out. There have been considerable improvements in railway rolling stock, but much of it is still a long way behind the times.

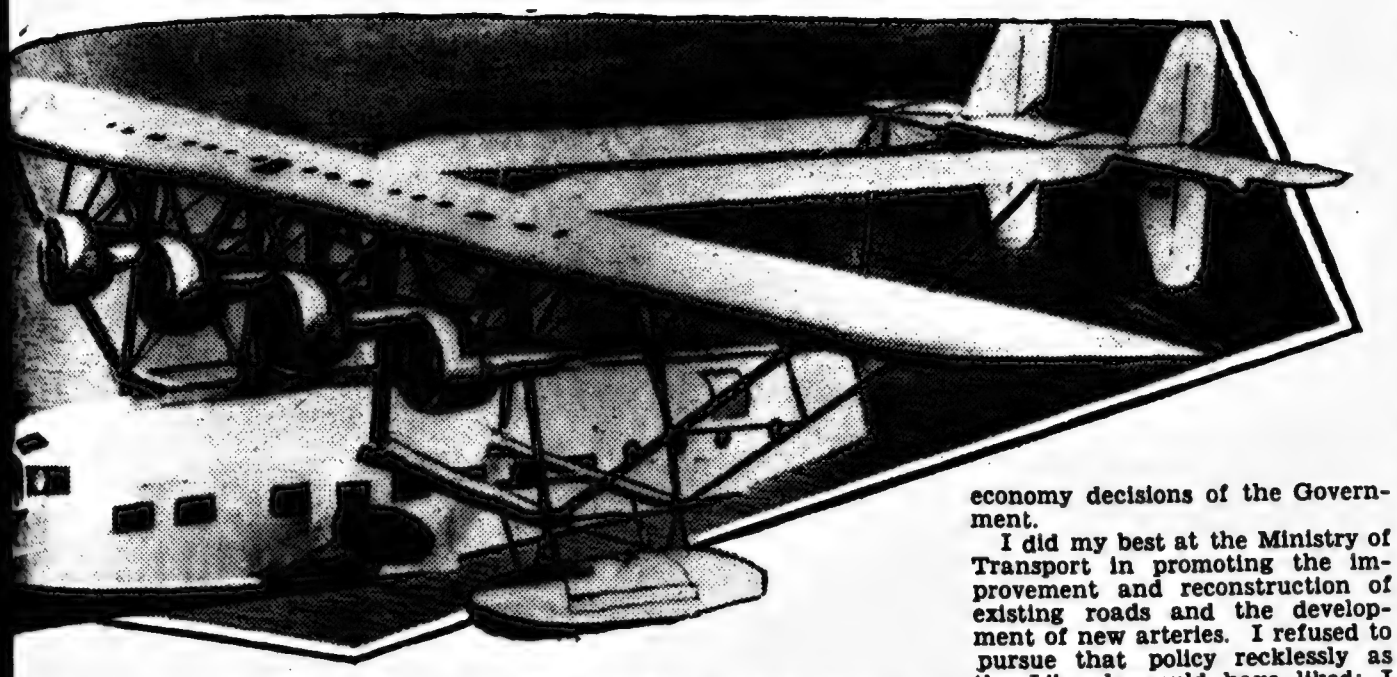
I conceive in the future some form of universal railway electrification, thus clearing away the smoke, the discomfort and the ugly surroundings.

We shall see, I hope, the internal arrangements of passenger coaches much more convenient and pleasant, greater facilities being provided for the business man to do his work in the course of a long journey.

I believe that as the years go by our road and rail services will become more and more interdependent and co-ordinated. We shall most certainly have to study our transport system as a whole instead of pursuing the old foolish method of letting each transport unit try to find its own salvation at somebody else's expense.

And air transport? It is still in its infancy. Over a short period of years it has become fast and relatively safe.

So far, it is true, uncertain



...nky," the latest thing in amphibian air liners—...s forty passengers. Beside it is the pneumatic-tyred rail-car now in use in France

weather conditions make it impossible for it to function with the reliability and regularity of land transport, but even in this respect transport by air is improving.

Aeroplanes will become bigger and faster, carrying more passengers and more goods. The international organisation of air services has already reached a high pitch, whilst dovetailing and interchange of air and rail traffics is being arranged.

It may be necessary in the future to have a "Road Traffic Act" for air transport if the number of public service and private aeroplanes and airships multiplies to any great extent.

A very large number of such units could be a public nuisance from the point of view of noise, safety, and the obstructed vision of the heavens. But it would also be a highly dangerous business.

Shall we have to map out definite "roads" or routes? Shall we have to erect vast automatic traffic signals in the skies? Shall we evolve a mobile traffic police for the air?

Will the Secretary of State for Air—perhaps by then the Minister of Transport will do this work—have to elaborate regulations and a highway code for the air as is already done by the Minister of Transport for the roads? We do not know, but I suspect that there are some nice problems boiling up for somebody as air transport develops.

The development of wireless and long distance transmission of various sorts raises the question whether the external supply and direction of electrical motive power for all classes of transport—road, rail, waterway, sea and air—may not become possible.

We can already switch on orchestras, operas, news and political speeches into our houses.

It seems to me quite possible that ultimately locomotives, cars, ships, and even aeroplanes may be able to draw their power from the ether. That would mean a revolutionary advance in transport of every kind.

Let us look now at certain legislative and administrative aspects of transport.

Competition folly

There is still a school of thought representing a small minority which believes—but will not always admit that it believes—in reckless competition between the various transport undertakings, in the freedom of everybody to crowd their vehicles upon the road for pleasure or business whether the highways will stand it or not.

Part of this point of view is sometimes summed up in the phrase, "the roads must be made to fit the traffic and not the traffic for the roads." Even to-day this extreme doctrine is not being applied, quite apart from the economy decisions of the Government.

I did my best at the Ministry of Transport in promoting the improvement and reconstruction of existing roads and the development of new arteries. I refused to pursue that policy recklessly as the Liberals would have liked; I insisted upon plans being properly prepared and refused to squander money on wasteful schemes.

To suggest that the widening of existing roads and the construction of new roads must proceed without limit according to the demands made by the unfettered planting of vehicles on the roads by everybody, is an impossible doctrine. It would involve the taxpayers and the ratepayers sooner or later in the expenditure of hundreds of millions.

Costly space

It is inevitable, therefore, that as time goes on we shall be driven more and more to accept the principle that every vehicle upon the road must justify its occupation of valuable highway space.

It is an extreme case, I know, but a motor-coach in the City of London can occupy road space of a capital value of £36,000.

The assumption that, because it is *public* capital that is invested in highways, this commercial assessment is inapplicable, is wrong. Social considerations come into public expenditure, but so ought enlightened commercial principles.

It is absurd to assume that every well-to-do woman, fond of display, should always have the right to sail up to a West End store in a big car when plenty of means of public transport are available.

If you can imagine what would happen if nine out of ten of the people who go to business in central London arrived in their own private cars, you will at once see that street traffic would become impossibly congested.

Similarly the congestion and damage to public highways by needless public service vehicles carrying few people has already been established to be against public policy, as well as constituting unsound transport economics.

Sooner or later the same thing will have to happen with goods transport, both on grounds of congestion and highway damage and on grounds of co-ordination with the railways.

I believe that the time will come when goods transport by road will be as highly organised and co-ordinated as passenger road transport is being organised under the Road Traffic Act.

Killing the waste

I conceive that we shall have a much better service of goods distribution by road and rail, and that every town, village and hamlet will enjoy the benefits of a nationally organised, frequent and regular system of goods collection and distribution as reliable as is the collection and delivery of letters by the Post Office at the present time.

There will be close connection with the railways. It will be established as definite public policy that British transport must be organised as a whole and that each section of transport, whether road, rail, water or air, must play its full and appropriate part as an element in a well-organised whole to secure the speediest and most efficient system of transport organisation.

Largely empty vehicles and trains involve waste which in the end must be paid for by the community. It means that the capital employed is to a dangerous extent wasted. It has involved the railway workers and the goods commercial transport workers in insecure and unsatisfactory conditions of labour.

Even though the capital be privately owned its waste is a matter of consequence to the nation as well as to the private owners.

The day has long gone when the nation can stand aside and tolerate chaotically organised industries, the waste of our economic resources, and the endangering of the standard of life of the worker.

They must get out

The battle of politics in the future will be about economy in the proper sense of the word, namely, the most effective use in the public interest of Britain's industrial resources.

The best brains in the transport industry realise this.

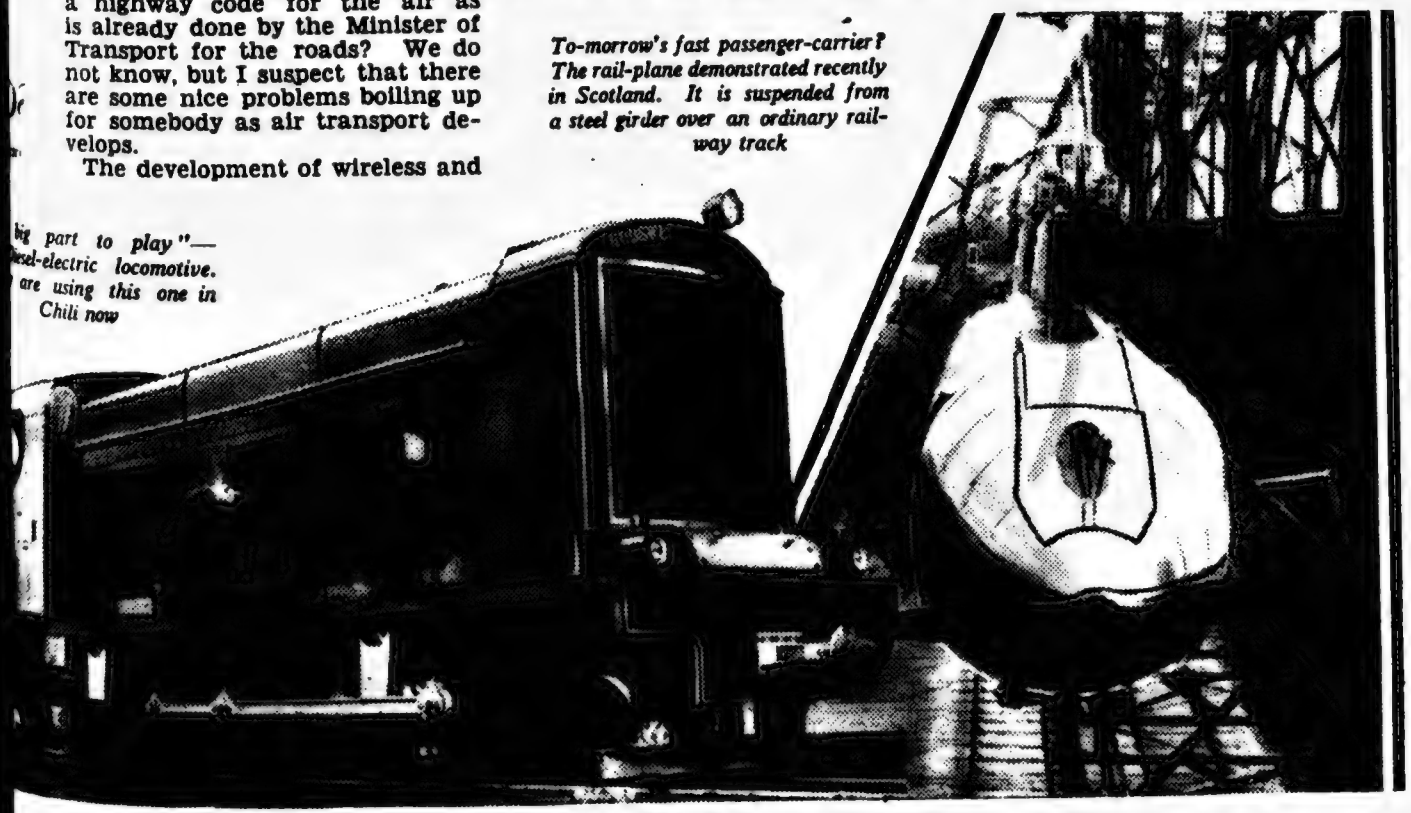
We are already witnessing consolidation: we have seen it in Lord Ashfield's group of transport companies in London.

But everybody knows that that is not enough. We see the railway companies investing in road transport, but the investments are often extravagant and, again, it is not enough.

We have got to move towards the real national organisation of our transport system and the most effective use of our expensively constructed highways.

There will be a lot of people in the way. They will have to get out of the way.

To-morrow's fast passenger-carrier? The rail-plane demonstrated recently in Scotland. It is suspended from a steel girder over an ordinary railway track



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"The rush matting was suddenly jerked aside and the woman entered . . ."

The TRUE STORY

of a self-condemned exile, told

by

Arrar Jackson

Gone Native

TUCKED away in a remote corner of Southern Arabia, in a whitewashed bungalow that stands on the bank of a dried-up river, lives an Englishman by the name of James Jeoffrey Soames.

He is an exile, living his life cut off from all his own countrymen. Whenever his name is mentioned amongst his former friends, it is spoken with contempt.

It was not so many years ago that he was popular and well liked—always welcome wherever he went. He was engaged to a wonderful girl, too—her name was Betty Lismore—and he was regarded by his men friends as being lucky to have won her.

And now——. Well, he lives in this Southern Arabian settlement, and his former friends in England say that he has "gone native"; that he is living with an Arab wife whom he purchased from a wandering tribe in the Nejran desert for a mere handful of rupees.

That is not true.

Anyway, here are the facts as I alone know them:

* * *

It was murderously hot as I stepped off the branch-boat from Bombay and paused awhile to gaze on the shimmering town of Muscat. The whiteness of its native houses was dazzling under the mid-day sun, and it was a relief to transfer my attentions to the sombre grey mountains beyond.

As I stood on the quayside, a youngish man dressed in faultless white drill advanced towards me, his hand outstretched.

"Six foot, fair, and wears glasses," he said cheerfully. "That must be Mr. Jackson from Bombay."

"Correct," I replied. "Is your name Soames?"

"It is." We shook, and he grinned. "It's the first time I've ever recognised anybody from a written description," he went on. "But come up to the bungalow and have something cool to drink. We can talk business later."

Such was my first meeting with "Jimmy" Soames. He was a date merchant, and my business with him was to buy boxes of the fruit for the English market. Everyone in England knows Muscat dates at Christmas-time.

We went to his bungalow, and there I had a drink, a meal, and a sleep, for I was tired. After the sun had gone down and the quick blackness of a tropical night had settled, we sat on either side of a table on a wide verandah overlooking the sea, and talked.

Our business was soon transacted, and the conversation turned to more intimate subjects.

"Are you staying here long?" he asked.

"About a week," I replied. "Why?"

"My fiancée's coming by the next boat, and we're being married as soon as she lands," he said. "I'd like you to be at the wedding—best man, and all that sort of thing. There's no one else here I care to ask, and I'd like to make a bit of a show for her. How about it?"

"Done!" I replied promptly, and we had another quick one on the strength of it.

That is the way friendships are made east of Suez. One blows into a town, sees someone who looks a decent sort, and within a few hours each knows all about the other and can call him friend.

The week drifted by slowly, and at last the day came when the girl—Betty Lismore—should arrive. The branch-boat from Bombay reached Muscat in the afternoon, and Jimmy Soames and I waited on the quay for her to come down the gangway.

She never came. The only passengers were a couple of Parsees and a few nondescript Arabs and Somalis.

Jimmy Soames stared at the gangway unbelievingly, then went aboard to make enquiries. No one by the name of Lismore has boarded the vessel at Bombay, the purser said. Sorry, but Mr. Soames could see his passenger-list if he liked.

Even then I think Jimmy had some idea of tragedy. He went to the cable office, and sent a triple-rate telegram to England, asking Betty's mother for news. The reply came within half a day—Betty had sailed a month before as arranged.

Jimmy Soames was nearly frantic, but there was nothing I could do for him. I promised to make all the enquiries I could while on my way back to England, and the last I saw of him was when he stood with bowed shoulders on the landing-stage at Muscat, watching the branch-boat

(*Continued on page 24*)

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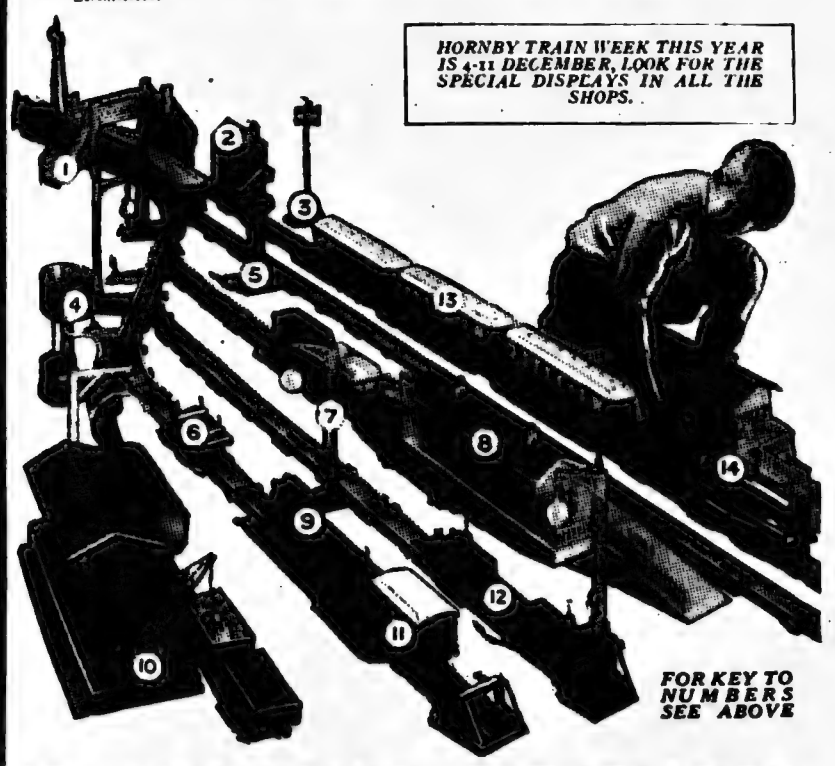

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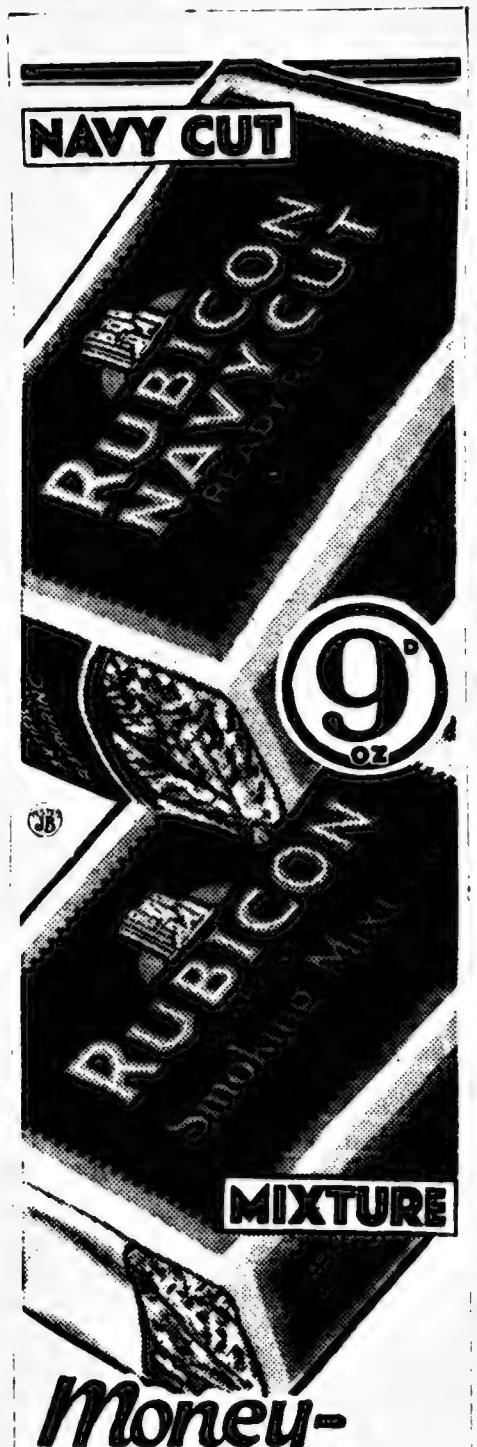

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"GONE NATIVE"—Continued from page 22.

steaming away across the Arabian Sea with me on board.

* * *

I had to make my way home to England by easy stages, and I thought that there would be no harm in asking a few questions at each port I touched. Jimmy had given me a photograph of Betty Lismore, and she would be easily recognised. Apart from the fact that she was fair and extraordinarily pretty, she had a slight scar on the left side of her face, between the eye and the temple.

It was nothing much, but at least it was a mark of identity.

Bombay and Aden produced no news of her, but at Port Sudan, half-way up the Red Sea, I heard something that sent me flying to the local telegraph office.

I LANDED at Port Sudan late one afternoon, and took a *felucca* across the river to the English hotel there. Leaning against the bar sipping an iced drink, I put my usual question to the barman.

"I'm looking for a young woman who may have passed this way," I said. "Here's her photograph. Seen anything of her?"

The barman glanced briefly at the picture that I had laid on the counter, but he did not need to look at it closely.

"There was a girl in here about four weeks ago," he said. "Passage booked to Muscat, if I remember rightly. She came to this hotel, and asked if there were any sights worth looking at in Port Sudan." An expression of unrestrained cynicism crossed his face. "Anything worth looking at in Port Sudan, mark you!" he scoffed.

"Well?"

He shrugged his shoulders.

"She didn't rejoin her ship," he replied. "The captain reported her missing before sailing, and the police have been looking for her ever since."

My heart was frozen within me as I scribbled a cable to Jimmy Soames. What could have happened to her? Had she wandered into the Soudanese desert and perished in the heat? Had she fallen foul of the slave traders that still infest the Red Sea coasts?

I could find no answer to these questions. The problem was one for Jimmy Soames and the police to solve.

SIX months passed, and I heard nothing more. By then I was back in England, enjoying a typical British winter.

Then one day a fellow-trader walked into my City office. He was also interested in dried fruits, and his object was to try to edge some surplus stocks over to me.

I knew he had just returned from the East, and asked if he had included Muscat in his calls.

"Yes, I was at Muscat," he replied.

"See anything of Jimmy Soames?" I asked further.

"Yes." His voice seemed a little strained and peculiar. "He wasn't at Muscat, though. He was at Aden, and he darned well refused to recognise me."

That was extraordinary, and I said so. My present companion was an old friend of Jimmy's, and it is an almost unheard-of thing that two men like that should not be on speaking terms.

"Tell me about it," I said, interested.

"Well, I stepped off at Aden to arrange some freights with the Union-Castle agents there," he said, "and as I was passing the Royal Hotel, Jimmy came out. I immediately called out to him:

"'Hallo, Jimmy, old boy. What are you doing down here?'

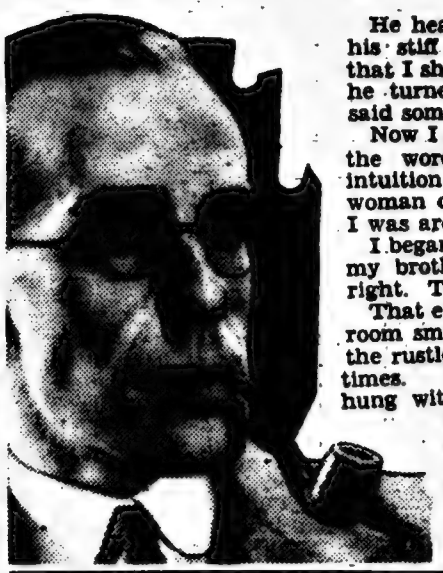
"He turned and looked me up and down frigidly.

"'There must be some mistake,' he said. 'I don't think I know you.'

"And before I could say a word, he had passed on.

"Well, I drifted into the Royal, and was greeted by the manager there. In the course of a chat I asked him about Jimmy Soames. It appeared he knew him quite well.

"'Mr. Soames now lives at S——,' he said, mentioning a remote town half-way between Aden and Muscat.



June 28th, 31.

Dear Jackson,

Your letter and story most welcome. It was good to hear from you again. Have talked it over with Betty and as we shall never return to England there is no reason why you shouldn't have the story printed. Oath. It's damn well done & only one thing wrong with it you make the out too much of a hero. All nonsense, my lad.

All the best, old man. Betty sends her love.

Sincerely yrs
Jimmy Soames.

Arrar Jackson—portrait above—wrote to Jimmy Soames for permission to publish this story. Here is the reply he received.

'He is working some salt pans there under concession of one of the petty sheikhs.'

"'Good heavens!' I exclaimed. 'There's not a white man within 500 miles of S——! What's the matter with him—is he trying to hide from the police or something?'

"'Pretty nearly,' he replied. 'He lost his fiancée a short time ago, and now he's living with some Arab woman he bought off one of the tribes that hang around Nejran. He's gone all to pieces.'"

"I can't believe you," I cried.

He shrugged his shoulders.

"I've only given you the facts," he said, and carefully changed the subject.

* * *

It was more than a year later that I visited the East again, and while in Aden I thought I would take the coastal boat to Muscat, calling at the small native settlements along the way to see if there was anything worth picking up. Incidentally, it was also in my mind to drop in on Jimmy Soames.

Two weeks afterwards I arrived at S——, a miserable cluster of huts that broiled all day in a shade temperature of 110 deg. Far behind was the inevitable range of grey mountains, while everywhere stretched miles upon miles of desert sand.

I went ashore, and asked the first native I met for Mr. Soames.

JIMMY was there all right. He was superintending some native labourers, and as I approached I could see that he had changed. He was almost the colour of mahogany, and across his right cheek was a vivid red scar that I could have sworn was made with a knife.

"Hallo, Jimmy," I greeted.

"What the devil are you doing here?" he said, and there was no trace of welcome in his voice.

"I just thought I'd drop in and see you," I replied.

He appeared to consider this for a moment, then said:

"How long are you staying for?"

"Until to-morrow. Then I must push off again."

He heaved a deep sigh of relief, and relaxed his stiff attitude. With a hurried invitation that I should stay at his bungalow for the night he turned to one of his natives, and quickly said something in Somali.

Now I do not know the language, but I heard the word "memsahib" quite distinctly, and intuition told me that his message was for some woman or other to keep out of the way while I was around.

I began to have an uncomfortable feeling that my brother trader back in London had been right. There *was* a woman here!

That evening, while I was sitting in his living-room smoking and chatting, I thought I heard the rustle of a woman's clothing outside several times. At last, turning towards an opening hung with rush matting, I distinctly saw the outline of a woman pass in the passage outside.

I decided to take the bull by the horns right away.

"I think you ought to introduce me to my hostess," I said quietly.

"What do you mean?" he asked in a dangerous voice.

"I mean that I want to be introduced to my hostess," I repeated.

"Hang it all, Jimmy, I know quite well that there's a woman here—a native woman, too. It's no business of mine, of course, but——"

He leapt from his chair, his fists clenched and his eyes blazing.

"There's no native woman here," he shouted. "And any one who says there is, is a damned liar!"

He drew back his fist, and gave every indication of coming straight at me.

But no blows were struck. The rush matting was suddenly jerked on one side, and the woman I had seen outside entered the room.

"Please!" she said sharply.

I turned and stared at her dumbfoundedly. She was dressed in Eastern attire, and her skin was of the Arab woman's pale darkness; but her voice was the voice of an Englishwoman.

It was Betty Lismore!

I felt humble and ashamed at that moment, and my humiliation was all the deeper as I listened to her story. It appeared that on her way out to Muscat she had wandered too far from the British settlements at Port Sudan. What happened to her she was not quite sure, but when she was able to think clearly she found herself in a native *dhow* somewhere in the middle of the Red Sea.

SMUG people at home have it that there is no slave-trading along the Arabian coast in these enlightened days. There may or may not be, but Betty Lismore was sold in open market at Jixan, a small settlement on the Tihama Coastland, to the chief of a band of wandering Arabs, and carried into the interior.

Jimmy Soames, meanwhile, had received my cable from Port Sudan, and had sold his business at Muscat. He fought and bribed his way into the interior of Arabia, tracing mile by mile the route taken by the Arabs.

He found them in the end close to the town of Nejran, two hundred miles away from the coast and four hundred miles from British territory. The odds were too strong for him to fight—what could one man do against fifty?—so he bought Betty back.

Jimmy Soames has purposely asked me not to reveal his present address—for Betty's sake. She prefers to remain far from where white people can find her. But if any of Jimmy's former friends would like to drop him a letter of apology, I will see that it is forwarded.

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Dry the sultanas and currants after washing, mix all dry ingredients together after chopping. Lastly, add the grated rind and strained juice of lemon and the brandy or whisky. Mix all thoroughly. (Ingredients can be put through small mincing machine instead of being chopped.)

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1 lb. Shredded 'Atora.' 2 lb. Raisins. 1 lb. Currants. 1 lb. Sultanas. ½ lb Candied Peel. ½ lb. Sugar. 2 teaspoonsful Baking Powder. ½ lb. Flour. 2 oz. Sweet Almonds. Rind and juice of 1 Lemon. 6 Eggs. 1 lb. Breadcrumbs. ½ Nutmeg. 1 eggspoonful Salt. Milk - sufficient to make right consistency. ½ pint Rum.

Clean currants, stone raisins, put all the dry ingredients into a basin blanch and chop almonds, add eggs, well beaten, grated rind of lemon, and the juice strained. Mix all thoroughly, put into greased pudding basins, cover with greased paper and steam 6 hours. Sufficient for 4 puddings.

These recipes are taken from the 'Atora' Book of 100 tested recipes. Send a postcard for a copy post free from HUGON & CO., Ltd., Manchester.

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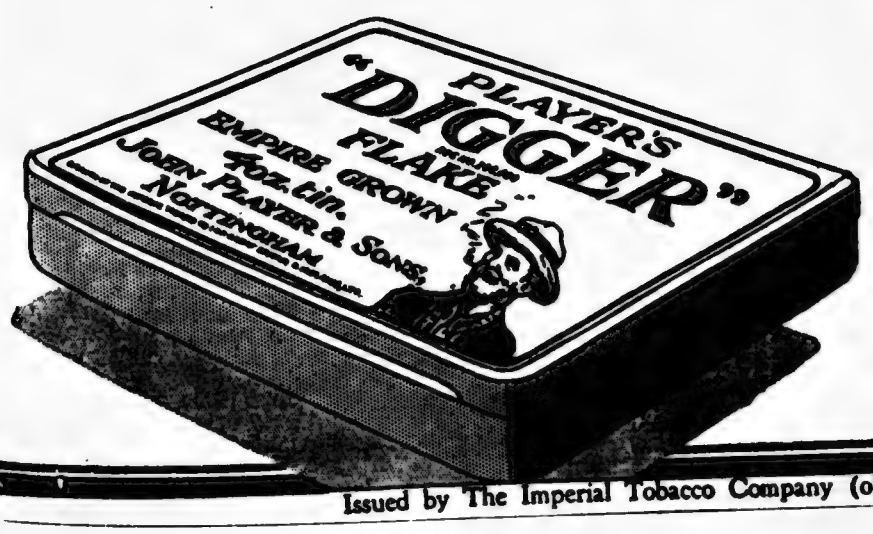

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HEROES of the HOT PITS

He toils away in the intense heat of the deep pits

ALL over South Yorkshire and in parts of Cheshire and Lancashire are dotted the "deep" pits. To most members of the general public a coal mine is a coal mine, and whether it is a 100 feet deep or a 1,000 yards makes no matter.

But miners know—and miners' wives. They call these deep shafts the "hot-pits," sometimes the "hell pits."

The Bentley Pit, where 43 men lost their lives in an explosion, and the holocaust which followed was a "hot-pit." It was nearly 2,000 feet deep and the point where the explosion occurred was over a mile along the dark galleries from the shaft.

All the known hazards of mining are greatly increased in these deep pits. The grim tragedy at Bentley, which was one of the best equipped collieries in the country, has merely demonstrated the helplessness of science to solve the problem of ensuring safety for the men who win the coal.

It is a matter of common knowledge that the deeper one goes in the earth the hotter it gets—and at great depths like the Bentley and other mines in the great Barnsley Bed, the temperature at the coal face can rise to almost a 100 degrees.

Enormous ventilating fans, some of them working at the rate of 200,000 and 300,000 cubic feet a minute, do something to keep the temperature within bearable working limits and to keep down the danger of gas accumulation in the hot workings.

"Banting" perforce

But even with these aids the men know that each time they go down these deep shafts they take their lives in their hands, and they do their day's work often under conditions which make a destroyer's stokehold seem like a Polar picnic.

Nearly a mile below the green fields of surface, each man crouches in his little "stall"—the burrow he has hacked from the coal face.

He toils away in the intense heat clothed only in shorts or entirely naked except for his heavy boots and socks.

Scientists like Prof. Gregory tell us calmly that in a single shift in these hot-pits a miner can lose 8 to 10 lb. in weight!

They add the assurance, however, equally calmly, that if the miner provides himself with sufficient food and drink between his spells of work, he can make up the loss and be none the worse.

Along every yard of the galleries in these hot-pits thousands of tons of stone dust are mingled with the coal dust underfoot. Through this the miner stumbles to his work at the coal face. The stone dust is placed there to minimise the chances of the coal dust firing in an explosion.

One day, crouched by the glimmer from his hand lamp, he may see its flame flicker down, and see, dancing eerily above the gauze, the dreaded "blue cap" which tells him that Death is abroad in the workings—that there is a gas accumulation in the air sufficient to cause an explosion.

Six per cent. is sufficient, and a spark from a struck pick, a hob-nailed boot striking rock in nervous haste, a jarring of the hand lamp which will send the blue glow down inside the gauze, may blow a hundred men into eternity.

"Gob-fire" terror

There is more chance of gas accumulation in "hot-pits" than in those less deep, because of the intense heat.

But more than the forming of gas belts as a danger in the deep pits is the presence of the "gob-fires," which have been shown to be the primary cause of nearly all the disasters.

There are pit workers in the South Yorkshire deep mines who will honestly confess that they dread descending each day to their work.

They do not fear the sudden falls of roof which may entomb them for days, nor the presence of fire damp so much as the "gob-fire" which may convert the whole gallery in a few minutes to a raging inferno.

A "gob-fire" is a slowly smouldering mass of coal and slack hidden behind a worked-out face or even a working seam. It may have been burning for weeks and months, slowly eating its way to the wall of the gallery.

It is the ever-present menace which the mine officials fight with all the means at their disposal.

So far no completely effective way of putting out a "gob-fire" has been found, short of closing off the whole section of the mine in which it is discovered. And to do that would be to close down half the working areas of some of the largest coal districts.

It betrays its presence by a smell which every collier knows, a peculiar smell faintly like petrol, yet like no other burning smell on earth, which he calls the "gob-stink."

Sooner or later, unless it is quelled it will burn through, turning the face of the gallery red-hot to the touch, or burst through in flame in the free air of the passage.

Chain of fighters

Then, perhaps a sudden crack in the gallery roof releases a pocket of gas too much for the fans to sweep away. It ignites at the "gob-fire's" heat and there is another mine disaster.

As soon as a "gob-fire" is found steps are taken to deal with it, either by shovelling it out and carting away the hot mass, or by killing it with walls of sand and earth. The shovelling out is an arduous and terrible process. A human chain is formed of men. The front man nearest the "gob-fire" may sometimes be laid flat shovelling at the hot mass through the hole dug towards it.

He passes his shovel load to the next man, also perhaps bent double, who passes it on and out to the others and so to hand trucks to be taken away.

In the best of the hot mines, like the Bentley Pit, the galleries are continually patrolled by experts searching for the presence of "gob-fires" and commandeering men to fight them.

Their presence helps the miners to forget the ever-present danger. Some are inured in any case, through long familiarity, as men in the front line could become hardened to the chance of death through living perpetually in its midst.

Grim fatalism

Like the hardened trench veteran who jests at the shell-burst which missed him, a miner often does the same with his enemy the "gob-fire."

A mine official described once how he saw a young pit worker on his way out along the gallery stop at a masking wall concealing a "gob-fire."

He pulled out a stone and peered at the smouldering mass within. Then with a fierce grin on his coal-blackened face, he nodded and said, "Good-bye you old ——, see you to-morrow," and jammed back the stone.

Was it bravado—or a grim fatalism? Or was it just a word to the enemy with whom he must pass his working life, as all must work in the "hot-pits," getting the coal to drive our ships and heat our kitchen fires, in arduous toil and ever-present risk of death.

GOT YOUR GIFT YET?

Which is the busiest spot in London? If you could see JOHN BULL'S special staff engaged in wrapping up JOHN BULL'S Christmas Gifts to its readers, you could supply the answer quickly enough! The response is phenomenal—every post brings a huge batch of fresh applications.

A Gift Voucher accepted as One Shilling in part payment of the JOHN BULL Pen—a Gift Voucher accepted as Five Shillings cash in part payment of JOHN BULL'S Writing Set de Luxe—which will you choose?

Turn to page 33 and join the delighted thousands! Pen and Writing Set are, of course, *all British.*

Delivery guaranteed for Christmas

TO ALL APPROVED AND CASH ORDERS

This Christmas let a genuine Fullotone give you and your guests a higher standard of musical reproduction. British throughout and sold direct from factory to home, every Fullotone instrument saves you the enormous profits usually reserved for middlemen and represents the finest value possible.

Call at any of our Branches and inspect our big range, or 'phone or write for free catalogue and details of deferred terms, stating your requirements if not numbered in this advertisement.

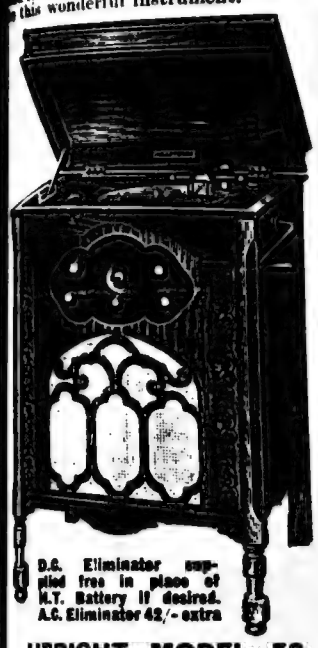
SUPER PORTABLE 27

2·12·6 CARRIAGE PAID U.K.

9/2 SECURES *With 9/2 Monthly for 5 Months.*

Supplied in Brown, Blue, Black, Red or Green

Be a Christmas gift the new Fullotone Super Portable meets your every requirement . . . power, purity and performance perfect. It comes complete with new AUTO-STOP, long metal amplifier, Famous RIPPLE soundbox, new type unspillable corner needle bowl, and it stores and plays 12 in. records, a feature unique to this wonderful instrument.



D.C. Eliminator supplied free in place of H.T. Battery if desired. A.C. Eliminator 42/- extra

20 OTHER MODELS AND RADIO BARGAINS

Radio and Gramophone Combined

RADIO-GRAM 203

16.16.0 CARRIAGE PAID U.K.

30/- secures with 14 monthly payments of **24/3**

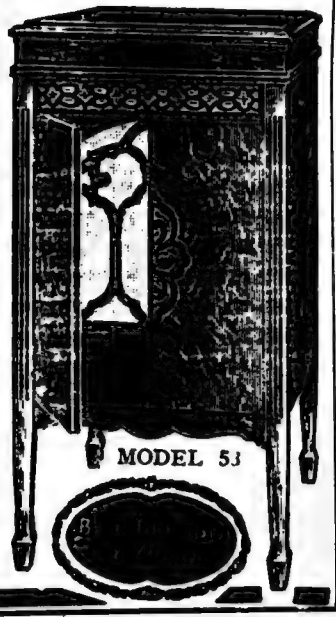
Special 4-Valve S.G. circuit with all Europe Range. Battery operated. Ordinary records reproduced electrically. Complete and ready to play, in exquisite OAK-finished Cabinet (full size) with 4 B.V.A. Valves, Super Power Battery, Large Accumulator, Daptacon Pick-up, Celestion Armature Cone Speaker, Collaro double-spring Motor. Record Compartment. Simple control. 12 months' guarantee.

UPRIGHT MODEL 53.

3·19·6 **7/3**

Specification.—Richly OAK-finished Cabinet, 35 ins. high, complete with new Automatic Stop, Fullotone all-metal Sound Chamber, powerful British Motor, Fullotone Junior Sound Box, Turnover Tone Arm and Record Compartment.

SECURES *with 7/3 mthly for 11 months.*



DETAILED BOOKLET FREE

State whether for Gramophone or Radio.

FULLOTONE

(Dept. J.B. 40), 73, CAMDEN RD., LONDON N.W.1

'Phone: Gulliver 1017

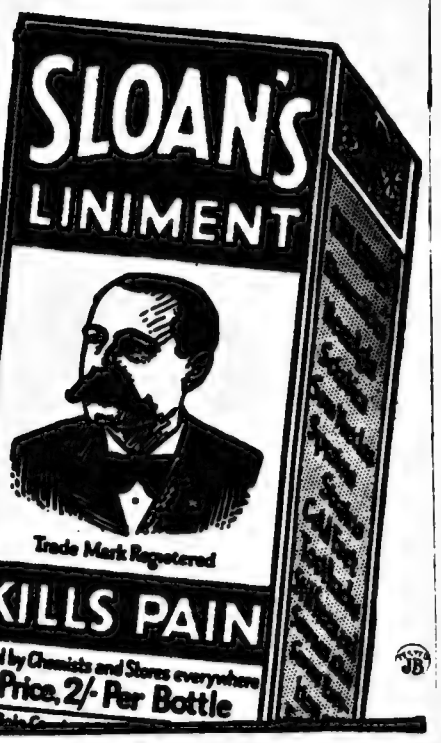
Also Branches at
London—41, George Street.
East Ham—149, High Street.
Tottenham—861, High Road.
Kew—Beaumont Bridge.
Liverpool—13, Paradise Street
Manchester—85, Oxford Road.
Bolton—47, Bradshawgate.
Glasgow—312, Argyle Street.

Aching Muscles

After a Tiring Day Enjoy this Comfort.

Joints stiff, sore. Muscles tired, strained. Apply Sloan's Liniment gently. No need to rub. It penetrates instantly, sends tingling warmth through joints and muscles, driving away ache and soreness. Sloan's is a boon to athletes, outdoor workers and all who are exposed to wintry weather. It wards off Rheumatism. Millions have used Sloan's successfully to drive out pain

SLOAN'S FOR RHEUMATISM, LUMBAGO, SCIATICA, NEURITIS, SPRAINS, ACHES, PAINS.



RUGS GIVEN AWAY!

This PHENOMENAL OFFER is made to the readers of "John Bull." On receipt of P.O. for 9s. 6d., Carriage 1s. extra, we will forward, direct from our looms to your address, one of our "PRUDENTIAL"

BRUSSELETTE CARPETS

WOVEN WITHOUT SEAM.

Suitable for Drawing-room, Dining-room, Bedroom, etc., handsomely bordered in new Turkey and artistic patterns (as illustration) and fashionable shades of Crimsons, Greens, Blues, Brown, Rose, and mingled Colourings to suit all requirements and large enough to cover any ordinary sized room. They are made of material equal to wool, and being a speciality of our own, can only be obtained direct from our looms, thus saving the purchaser all middle profits. Money willingly refunded if not approved. Thousands of Repeat Orders and Unsolicited Testimonials received

9/6

With every carpet we shall absolutely give away a very handsome rug to match

Illustrated Bargain Catalogue of Carpets, Hearthrugs, Blankets, Table Linens, Curtains, etc., POST FREE.
F. HODGSON & SONS (Dept. J.B.), Manufacturers and Merchants, Woodsley Road, LEEDS.

How marvellous you look tonight. I have never seen you looking so lovely before"
I hate to see a woman powdering all the time in a public place"
"Thank goodness even, after a whole evenings dancing you don't need to powder"
"It looks so natural and yet so lovely VI, that I don't wonder he never guessed"

To-night before going out try this simple but amazing recipe. Your greatest friends will marvel at the tremendous improvement in your attractiveness and yet never guess that it is not absolutely all your own natural beauty.

Just blend a teaspoonful of mousse of cream with your face powder. It enables you to dance all the evening in a hot ballroom and keep your complexion as fresh as when you began—no shiny nose, no hot greasy face, and no need for constant re-powdering.

In Poudre Tokalon mousse of cream is scientifically blended in exactly the right proportions with the finest air-floated powder. It not only makes the powder stay on four times as long but gives complexions of rare beauty obtainable in no other way.

Get a shilling box of Poudre Tokalon and use it before you go out to-night. *His* obvious admiration will surprise and delight you.

FREE—By special arrangement with the manufacturers, any woman reader of this paper may now obtain a de luxe outfit containing popular shades of Tokalon "Mousse of Cream" Powder so that she may test them on her own face. The outfit also contains Crème Tokalon Skinfoods for both day and night use. Send 3d. in stamps to cover cost of package, postage, etc., to Tokalon Ltd. (Dept. 222 D.), Chase Road, London, N.W.10.

The quickest way to save time and money

TODAY, when so much stress has been put on the correct feeding of children, isn't it about time to ask "but what of the breakfast for the man of the house? Does it furnish him *lasting* energy to go on all morning long? Does it keep him feeling at his best right up till noon?"

Lack of time needn't make your family go without a hot breakfast. *Quick* Quaker—ready in 3 or 4 minutes—is the world's quickest hot breakfast—the most economical, too.

A Quaker breakfast sustains, nourishes. Keeps out the cold and puts energy in—makes all the difference to health and vitality. Quaker Oats gives endurance, building up stamina and vitality.

Quick Quaker

Two kinds—Quaker Oats and Quick *Quaker*

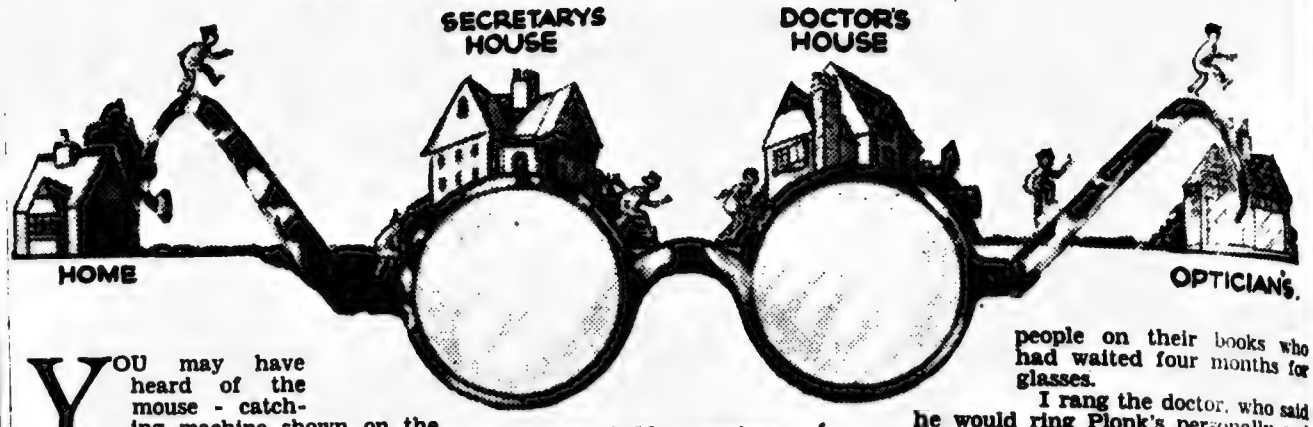
TWO SIZES 4½d. & 9½d.

per packet—at all Grocers

THE EMPIRE'S BREAKFAST

MADE IN CANADA Q79

THE CREAKING OF THE "PANEL"



The remarkable experience of a panel patient in search of a pair of glasses. He journeyed five times to the lodge secretary, six times to the doctor and four times to the optician and then—

YOU may have heard of the mouse-catching machine shown on the old panoramas which preceded the films of to-day. The mouse enters a trap-door, walks along corridors, up ladders and staircases, jumps over obstacles, and surmounts innumerable difficulties in the quest of a small piece of cheese.

Poor little mouse emerges finally from another trap-door, and is knocked on the head with a blunt instrument by a man who has followed its erratic career from start to finish.

The man could have squashed the mouse at any point of its voyage of discovery, yet he waits until a thousand formalities have been completed before he kills.

Sane, worldly people laugh at such an absurdity and never realise the depth of truth behind its satire. I have been able to draw a perfect analogy during the last few weeks.

UNLIKE the mouse, my own quest was for a pair of glasses. I had paid Health Insurance contributions over a period of years and wished to obtain benefit from my lodge.

After a steep hill-climb I reached the Lodge Secretary's house. He received me cordially and handed me a pink form. "Sign this," he said. "Then take it to your panel doctor. When you have obtained his signature bring it back to me."

The following day I visited the doctor's consulting rooms. He asked me a few questions, looked at my eyes, and signed on the line.

Off I went to the Lodge Secretary's again, up the steep hill, and knocked on the door.

This was opened by a lady, who smiled on me kindly, but informed me that the Lodge Secretary was out—looking after his pigeons, or something like that.

I gave her the pink form, and she promised to send me a white form in exchange by post.

This arrived two or three days later, and I went again to the doctor's house. Unfortunately, the doctor was out, but his secretary's assistant approached the secretary and extracted the information that if I returned on Monday evening promptly at six the doctor would put drops in my eyes and test them.

Promptly at six on Monday I returned and sat down in the waiting-room. I spent a pleasant half-hour reading copies of an illustrated journal, and was interestedly scanning pictures of our near-nude aristocracy at Biarritz when a voice called me. It was the doctor's secretary.

"Oh, Jones!" she said, "it's no use your waiting any longer. The doctor wants you to go to Plonk's the optician's in Blanket Street. Take this form with you." And she handed me the identical white form.

I thanked her most courteously and closed the door gently on the outside.

After a day's work I ploughed my lonely furrow to Plonk's the optician's. The place was in darkness. I rattled the door-handle tentatively, but there was no reply.

I resumed my assault on Plonk's during my lunch-hour on the following day. This time I was successful in getting inside and was shown into a very comfortable lounge, thickly carpeted and well-furnished.

THERE I was interviewed by the most courteous gentleman I have ever met, who deposited me on a settee, fetched pen, ink and paper—the inevitable form. I signed this optimistically, and was told that, in a few days, more or less, I should receive an advice.

The courteous gentleman then deprived me of the white form I had brought, showed me to the door, opened it, and wished me a very good morning.

A week passed and no advice came. I telephoned Plonk's. They said they could do nothing until they heard from my Society, and that they had people on their books who had waited four months for glasses.

I rang the doctor, who said he would ring Plonk's personally and asked me to call in during the evening. I thanked him and rang off.

The doctor explained that Plonk's were not at fault, but that it was my Society which was responsible for the delay. If he were me he would go to the Lodge Secretary again at once.

It was the steep hill again. Full of life and vigour, I approached the Secretary's door, a little sceptical, perhaps, but still confident that I should get the cheese—the glasses, I mean.

The Lodge Secretary gave me his assurance that the matter would be enquired into, and that I should receive an authority to visit the doctor again very shortly.

This came, and again I went to the doctor's. This time I got a good deal forrarder. The doctor examined my eyes very efficiently and expertly, murmured something about horizontal and vertical axes and astigmatism.

FINALLY he wrote out my prescription in the mystic code opticians use, and directed me to take this again to Plonk's. I delivered the prescription, and was informed that I should hear more in due course.

Weeks passed, during which I was ignorant of the precise workings of the machine, although I visited the Lodge Secretary twice, the doctor once, and the optician, wasting much boot-leather and time to no purpose.

I learnt afterwards that Plonk's had sent an estimate to the Lodge Secretary, who handed it to the auditor. The auditor rejected it and sent it back to the Lodge Secretary, who returned it to Plonk's.

Plonk's prepared a fresh estimate, which the auditor accepted and endorsed. It was posted to me and I returned once more to Plonk's.

Plonk's assistant measured the distance between my ears and asked me to call again on Wednesday. I did so, and received the "alternative appliance, utility grade," for which I had agitated so long.

On September 23 I set into motion the rusty machinery of this benefit system, and on November 11, one month and three weeks later, I reaped the harvest.

Do not imagine that the Lodge Secretary, the optician, the doctor and the auditor made me a free gift—no!

These odd fellows required me to pay 66⅔ per cent. of the total cost of the glasses. The other third, which they contributed, would hardly cover my travelling expenses.

IN the foregoing I have not exaggerated one iota. It is a plain, true tale of what actually happened, and should have a peculiar interest for panel patients in similar circumstances to my own.

I do not blame the doctor, the Lodge Secretary or the optician in the least. They are gentlemen for whom I have the greatest admiration and respect.

It is the machinery of the benefit scheme I criticise—the huge, absurd mouse-trap, along whose corridors and passages I have wandered in alternate hope and fear during the last few weeks.

Race with "Silver Ring"

Bigger and Better JUMPING

PORLOCK—won at 20 to 1—wound up a wonderfully successful season for the JOHN BULL Code selections, and my followers should have something substantial in hand for the jumping campaign.

An added interest should be given to the game this season, for more big owners are joining in. H.H. the Aga Khan is to run a few horses, including Jacques Emile Blanche and Taj Ud Din; and I understand that the Hon. G. Lambton will put some to hurdling.

Frank Hartigan—trainer of over 1,000 winners at both branches of the sport—and Walter Nightingall are expected to do big things, but if one wants to follow a stable, once more I suggest George Duller's.

For those who can, I say go racing this week-end at Newbury, as the sport at its best is provided at the Berkshire venue.

My selections for Saturday are Apperley, Inverse, Spearman and Render.

JOHN BULL'S CODE

The Code for this week is as follows. It covers the racing from Thursday, December 3, to Wednesday, December 9.

P V B X E S Z O M Y A T N G K Q

C R D H I F J U L W 98 97 96 95 94 93

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below, as the case may be. Example:

95V9894MI would read GRAKLE.

Where a double letter occurs in the name of a horse the figure 2 is substituted. Example:

98M2URIV would read ALL OVER.

"SILVER RING"

Hot or Cold!

Hayward's MILITARY PICKLE

With the hot steak, chop, or fish, try a little Military Sauce, or with the cold roast joint, the famous Military Pickle. Both give added zest to the appetite.

The high standard of quality and purity associated with Military is to be found fully maintained in

MILITARY SAUCE

Of all Grocers

MILITARY PICKLE 10½d. & 1/6 per bottle

MILITARY SAUCE 6d. & 9d. per bottle

HAYWARD BROS. LTD. KENNINGTON, S.E.11

"OH GOOD!" ... We do like our Rowntree's Cocoa

ASK THE DOCTOR—*he'll agree that when they like it, it gives them more nourishment*

That there's nourishment in a palatable flavour is the newest discovery of doctors and dietitians. This means that when children like their food they digest it more fully and absorb all the nourishment. Give the growing children what they like so much — Rowntree's Cocoa. They will like the flavour . . . the smooth and luscious "chocolaty" flavour.
Let them have Rowntree's for breakfast, lunch or supper — it is full of wholesome food value. Give it to them just before they go to bed. It is a soothing and quickly digested "night-cap" either for the children or grown-up members of the family.

but IT MUST BE ROWNTREE'S because . . .

THE FLAVOUR is so much nicer. The good, delicious taste of chocolate is very apparent. That's why the children like it. Also the NOURISHMENT contained in Rowntree's Cocoa is so essential for growing children. They can easily digest Rowntree's Cocoa.
IT IS ECONOMICAL. From a ¼-lb. tin of Rowntree's Cocoa you can get 30 cups of full-flavoured Cocoa at less than a farthing a cup.

ROWNTREE'S COCOA

3 *FREE GIFT COUPONS IN EVERY ¼-lb. TIN*

CO 607-10

SAVE YOUR COUPONS FROM ROWNTREE'S COCOA AND JELLIES

No. 111. Rowntree's Famous Gift Casket which contains Rowntree's assorted chocolates and confectionery
48 *coupons*
(*from 16 ¼-lb. tins*)

No. 154. Child's Toy Punch
81 *coupons*
(*from 27 ¼-lb. tins*)

No. 138. Fashionable Necklace of artificial pearls
99 *coupons*
(*from 33 ¼-lb. tins*)

No. 57. Boy's Football, made of good cowhide leather
225 *coupons*
(*from 75 ¼-lb. tins*)

No. 94. Pair of Lady's artificial Silk Hose. Ladder-stop top. All new colours
63 *coupons*
(*from 21 ¼-lb. tins*)

No. 52. Dainty Case containing Powder Compact, Mirror and Puff
63 *coupons*
(*from 21 ¼-lb. tins*)

No. 81. Pair of hemstitched Pillow Cases
84 *coupons*
(*from 28 ¼-lb. tins*)

Send to-day for

FREE GIFT LIST

To Rowntree's, Gift Dept. H7, York

140 FREE GIFTS

"Terrible Cough . . practically gone . . after *two* applications"

"I have never previously written a letter of this description, but I am sending you this because your Musterole Brand Ointment has so often helped me and I feel you deserve some expression of appreciation.

"A chemist recommended it two years ago when my husband had a bad chest cold with a terrible cough. After two or three applications the cough was practically gone. He said he could feel the Musterole loosening the congestion. Within a few days he was perfectly fit again.

"Since then we have been regular users and only last week I am sure I stopped an almost certain attack of influenza with it. I think it is a splendid preparation."

Yours faithfully (Mrs.) J.M.S.

That terrible, tearing sort of cough can be loosened at once by the deep-penetrating warmth of this clean, white ointment. Just rub it on the chest. You feel its tingling warmth sinking in. It goes deep down, reaches the congestion, disperses it, gives ease at once, relief after a few applications. Your chemist stocks it. Buy a jar today.

MUSTEROLE BRAND

MUSTARD OINTMENT *British Made*

Thos. Christy & Co., 4-12, Old Swan Lane, E.C.4

The Graves 2-VALVE RECEIVING OUTFIT is made under Marconi Licence and surpasses all previous efforts, creating a standard of perfection never before reached in a reliable popular-priced Set.

10/- NOW

PRICE COMPLETE CARRIAGE PAID £7:0:0

TERMS: 10/- with order, and 15 monthly payments of 10/- if you are entirely satisfied. Fullest Approval.

WRITE FOR CATALOGUE and full particulars of this and other Wireless Receivers, including GRAVES 3-VALVE SCREENED GRID Battery Driven Pedestal Model in Handsome Oak Cabinet. All Metal Chassis, and components of the highest standard of excellence. Selective circuit which enables the operator to separate stations easily. Ample power. Complete with all accessories and Aerial Outfit. Price £12:10:0
Terms 15/- with order, 15/- monthly. Fullest Approval.

RADIO TRUTH

You may as well throw your money in the street as expect to get satisfaction from a cheaply-made, common Set.

The Graves 'VULCAN' 2-Valve Set is a thoroughly reliable job, designed according to the most advanced wireless knowledge, and manufactured under conditions which ensure quality & efficiency. It is priced so conveniently as to bring it within everybody's reach. In a word, it is the cheapest and most satisfactory high quality set ever offered to British listeners. It attains the peak of excellence and efficiency, incorporating only those components which are universally recognised as being without question the very best of their class.

BRIEF SPECIFICATION:

Handsome Desk Type Oak Cabinet, as illustrated, of medium-dark colour with lovely wax finish; Oxy-Copper Metal panel with simple controls for tuning, etc., Long and medium wave length switch. All internal parts of proved excellence, including new type Detector Valve and Super-Power Output Valve; special Nickel-Iron Transformer; air-spaced Condenser with slow-motion drive: latest type H.T. Battery, and 2-volt Accumulator. The Loud Speaker is of the 4-pole differential type which ensures good volume & excellent reproduction. Cabinet is of Oak. Complete with all accessories and full Aerial equipment.

J. G. GRAVES Ltd. SHEFFIELD.

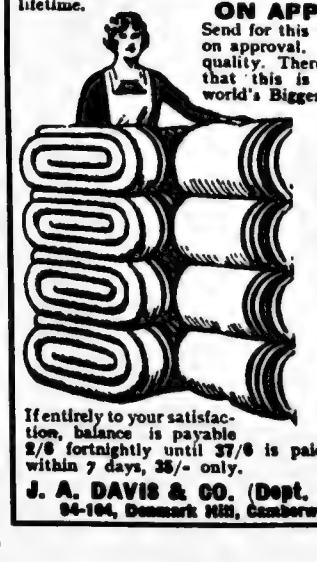
Hours for 2/- DOWN

BUY DIRECT SAVE MONEY

ONLY 35/- for EIGHT BLANKETS—an absolutely unheard-of price. Guaranteed perfect in quality. Heavy-weight Imperial Blankets, bordered and whipped edges. Will wear a lifetime.

ON APPROVAL

Send for this Blanket Bale on approval. See the rich quality. There is no doubt that this is one of the world's Biggest Bargains.



The Whole Bale of 8 Blankets sent on receipt of the first Deposit of 2/-. An Unequalled Offer.

If entirely to your satisfaction, balance is payable 2/6 fortnightly until 37/6 is paid. Full cash within 7 days, 35/- only.

J. A. DAVIS & CO. (Dept. J.B. 616), 94-104, Denmark Hill, Camberwell, S.E.5.

A RICH GIFT
A RARE GIFT
A GIFT OF

Burma Gems

New Clip Brooch of Burma scientific Diamonds beautifully mounted with Burma scientific Ruby (Emerald or Sapphire) centre No. 1937. 10/-

Elegant Ring in real Marcasites, solid silver mounting. No. 1664. 10/-

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J B 5/12/31

THE KING *who runs a barrow*

The royal coster family of Finsbury respond to the cheers of their subjects before starting off for the Derby

IN a few years the Pearly Kings may be nothing but a memory — or characters in a fancy dress ball.

Driven from street after street by the relentless pressure of traffic, and hampered by new regulations, the coster is finding it more and more difficult to earn a living. Many areas in which he used to ply his trade are now closed to him and he is being more and more restricted to certain special streets.

Yet costers have played a great part in the history of London streets for nearly five hundred years. Seventy-five years ago there were about 30,000 of them, including women and children. In those days they bought about half the fish in Billingsgate and one-tenth of the fruit and vegetables from Covent Garden.

About half of them belonged to hereditary families. They kept themselves apart from other street traders, had their own code of morals, their own trade secrets, sports and dress.

Stall fortunes

Many of the others were Irish emigrants, unemployed mechanics, tradesmen, inn-keepers and others who took to a stall or a barrow to prevent themselves from starving.

The war reduced their numbers, but afterwards hundreds of ex-Service men joined them, and for a time their total increased. But a great many of the newcomers failed to make good, and in the last ten years costers have been disappearing rapidly.

Men out of work have always cast an envious eye at the coster. His business looks so easy, and the profits which can be made in favourable circumstances are enormous.

Weekly takings of £50 at a stall are not unusual.

Two men have been known to take £140 in six days. In the Harrow Road is a coster who has sold as much as £20 worth of Danish bacon in a week, and the proprietor of a stall in Acton has been making a profit, when times were good, of 30s. a day.

But, like most "easy" ways of making money, there is a catch in it. There are only a few stall sites where first-class trading can be done, and then only at certain times in the year. Stall-owners are asked as much as £50 or £75 for such a site, or a rental of £1 to £2 a week.

Nor can the novice hope to make much out of street trading until he has learnt the tricks of the trade, and these are not picked up in a day.

Tricks o' the trade

A true coster knows how and where to buy cheaply. He knows exactly what to buy and also how to sell his goods. All his apples are brightly polished, his stall lights are artfully arranged to display everything to the best advantage. And, above all, he is a born salesman, witty, cheerful and amazingly persuasive.

Though it must be admitted that some costers have brought "top-dressing" to a fine art, it is equally true that on the whole they give good value for money.

And, being an extremely close clan, the costers are very loyal to one another. Nearly all of them have a nickname, such as "Spuddy," or "Curly." Each backs the other up like members of a single family.

Crooks of all kinds leave costers severely alone, for the Pearly Kings boast that they are more than a match with their fists for any average man.

Lads are brought up from an early age to use their fists, and cowardice among them is practically unknown. If any coster shows the white feather he is cut by all his companions.

Costers are so much a race apart that some of them still use the special language which has been in existence for at least two hundred years. The idea at the root of it is to pronounce words as if they were spelt backwards. For instance, the word penny is "yennep," and no good is "on doog."

Speaking generally, costers are great gamblers. Shove halfpenny, cribbage, three up, vingt-et-un, crown and anchor, nap, are all games that a coster loves.

Gamble their shirts

There was a time when the average coster carried a pack of cards in his pocket and was always ready to start a gamble with his pals if trade was slack. Very desperate gambles they were at times, and many a man has played away his entire stock-in-trade, and even his faithful "moke" into the bargain.

In those days, too, costers didn't attach very much importance to the marriage ceremony, though they were true to their "donahs," married or not.

Nowadays, of course, these irregular unions are very rare, but the average coster still believes in a brief wooing and an early marriage. Marriages at seventeen or eighteen are not uncommon and they usually result in a very happy partnership.

Time and again there has been friction between costers and shopkeepers. Shopkeepers have always looked at the costers askance, fearing that they are taking customers from them.

Once the shopkeepers of Leather Lane united to have the costers removed from the neighbourhood. But within a few weeks they were moving heaven and earth to get them back. To their intense surprise the shopkeepers found that their trade was suffering severely.

Sixpence a pitch

Residents also complain from time to time about the costers in their neighbourhood. At some trading centres there is pandemonium at five in the morning, or a little later, when the stall-holders are scrambling for pitches.

To get over this some boroughs have devised systems to regulate street trading. For instance, Camberwell sets aside special streets for the costers. The pitches are numbered and each coster signs an agreement with the Borough Council. The conditions are printed on the back of his licence. Sixpence a week is charged for each pitch, and when all of them have been allotted, no more applications are considered.

In Poplar a shilling a week is charged and only residents can apply for licences.

These are sensible methods, and other boroughs would do well to follow the example. Costers deserve consideration, for they still serve thousands of people more cheaply than the shops.

It is officially admitted that it would be impossible to keep some of the London East End districts supplied without street traders, and that competition between them keeps prices down.

The coster is a dying type, but for years it will be impossible to imagine London without him.

Think of the Derby without the Pearly Kings in their holiday clothes! Think of the New Cut on a Saturday night without the gay lights and the bustle of bargaining at the stalls!

What Happened On "MAYBE" ISLAND?

—And who were the two strange castaways? For answer, read the satirical phantasy which Dale Collins, the brilliant Australian writer, contributes to the "JOHN BULL Christmas Annual."

It is only one of numerous bright features in this monster sixpennyworth. Buy a copy to-day, and if you can think of a better title for the cover picture, submit it on a postcard to "£10 Title—JOHN BULL, 93, Long Acre, London, W.C.2," not later than December 21. You may receive a £10 cheque on Christmas morning.

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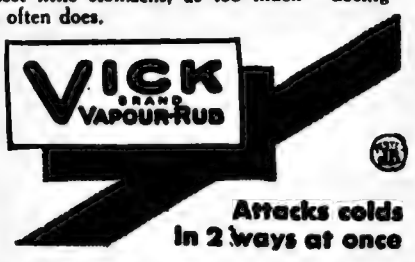
If the throat is very sore or there is much coughing, melt a little "Vick" in boiling water and inhale the steam and vapours together.

This external treatment is especially good for children's colds, for there is nothing to upset little stomachs, as too much "dosing" so often does.



Attacks colds in 2 ways at once

DESPAIR *knocks at the door of* HOPE COTTAGE

HERE you read some tough problems of real life, and the solutions that "HUMANIST" proposes for them. Each one came from a perplexed man or woman. One day you, too, will be up against a difficulty which you cannot face alone. "HUMANIST" will deal with it through the post. Send a stamped, addressed envelope. For the three most poignant documents published the Editor will pay £2 2s., £1 1s., and 10s. 6d.

A SUBURBAN TRAGEDY of Mother-Love

SOME years ago I was a suburban housewife, looking after my husband and our child. Then almost without warning our little son fell ill. He was taken to hospital and operated upon. His general condition became septic and the doctors gave little hope.

Yet dreadful though the child's sufferings were, I never lost hope. I had faith to believe that one day he would be restored to my arms.

My faith was sorely tested. For the child spent four years in hospital and underwent seventeen operations.

At last I was allowed to bring home my son from the hospital, cured as far as he ever would be. But I was warned that unless I wished to risk my boy breaking down again fatally I must take him to live by the sea for some years.

I talked this over with my husband. It seemed that we should have to take a house at the seaside and choose between continuing to live as we were, or making a bold venture and trying to set up in some sort of business there.

My husband would not entertain either idea. He had been terribly upset when our boy, upon whom he had set prideful hopes, became an invalid. He took to drink, a weakness he always indulged when worried.

Whenever I particularly wished to talk over the situation with which we were faced he would come home so far from sober that I was glad to waive all discussion and get him to bed.

But this sort of thing could not last. I had the doctor's warning ringing in my ears and I could see for myself that the lad, cooped up in a London flat, was going back rather than forward.

HUMAN DOCUMENTS

So I told my husband that if he would not make the change for the boy's sake, I'd take the risk and make it alone. His reply—and he was quite sober at the time—was "Go, and good riddance!"

So we parted. I took a small place by the sea and called it "Hope Cottage," intending to try to make my living by letting apartments. My son's improved health and bright spirits have wonderfully justified the venture.

But my terrible struggle to make ends meet is affecting my health. My action has completely alienated my husband, who has never contributed anything to our support.

I wonder if after all I have done right. Yet, how could I have acted differently?

"HUMANIST" says: Surely you have some trusted friend who would speak to your husband on your behalf, pointing out how his son's health has improved, and suggesting that he might shoulder a father's part in sharing the expense and come to a reasonable arrangement.

Think it over, and when you have selected your intermediary, try the plan.

FATE OF THREE

on Heartbreak Farm

I AM a farmer's wife, and I feel impelled to write to you and tell you some of my own and my husband's difficulties.

Both my husband and I are hard-working, getting up almost before cock-crow, and often not retiring until late at night. We have only a small farm, yet with wages and other expenses we must make at least ten pounds a week before we have anything left for ourselves.

We employ two young men and a girl. We are fond of them, they are all three splendid workers and truly worth every penny of their hire.

But this is our problem:

While oil-cake and meal for feeding the dairy cattle has risen appreciably in cost—by £1 a ton—the price we get wholesale for milk has dropped twopence a gallon. This, in itself, was severe, but the weather has increased our trouble. Owing to the continuous rain during the summer our fruit crop was practically nil, while the potatoes, which are our great stand-by for winter, have all fallen victims to disease.

My husband goes the round of three weekly markets, trying hard and hoping against hope to get good prices for butter and eggs and to be able to keep things going.

But each week we have to consider whether we can keep on our men and the girl. We should hate to part with one of them, for it would throw them among the unemployed.

When spring comes and sowing and setting time is here again, we shall need all three again. But if we cannot make up their wages, what are we to do?

"HUMANIST" says: If there is no hope of your employees securing other jobs for the winter, why not call a sort of family council and ask them what they would prefer to do? Perhaps, if you can keep them in board and lodgings and employ them for part of the time, they would rather stay with you than leave.

Such arrangements were often made in the old days between mistresses and maids when times were hard. If you decide to act on this suggestion it must be on the strict understanding that they will be justly and properly recompensed when spring comes and times improve.

FLIGHTY WIFE

takes flight

AS a young man of twenty I found it impossible to get work in my home town. I was brought up to be a carpenter, and as I had friends in London I was advised to make my way there and try my luck.

After many a weary search, after becoming almost down-and-out, the only job I was offered was that of temporary barman at a public-house. I hated the work and the atmosphere of the place from the first, but I continued to look for work in my own trade.

While at this place I met a girl who seemed very friendly. We talked together and when I told her my ambition she said she would introduce me to her father, who had quite a thriving little business of his own as a cabinet-maker.

In the end this man offered me employment in his workshop.

After some months I married the girl and we seemed settled for life. But I did not know then the character of the woman I had taken. Trade has been slack and we have fewer men employed, so that when an order has to be delivered to some distant place I myself drive the van.

It astonished me the first time I arrived home at midnight to find that my wife was out. When I questioned her, she said she was lonely and had only been to a dance with a girl friend.

GRADUALLY, however, I discovered that this was only one of a parcel of lies I had been told. My employer is not the girl's father, only her stepfather, and he admits that she has always been in the habit of going about with any man that took her fancy.

When I challenged her, she flared up and left me! This has so upset me that I cannot work properly.

I still love my wife, and if you can give me any advice that will set things on a better footing I shall be grateful.

"HUMANIST" says: There exists in London a bureau of Christian people who try to mend domestic breakages by human sympathy and friendly intervention. I am sending the address to which you may apply, and I hope that it will result in your wife returning to her serious duties.

If she comes, let bygones be bygones and don't waste time in reproaches.

The "Greatest of These—" Fund

No Dinner on Sunday

IRENE GRACE is five years old. She has a brother of fourteen who is out of work, and two sisters aged ten and eight. Her family is an affectionate and united one. They would be perfectly happy but for two black clouds which loom darkly over them.

Irene Grace

Irene's dad, an ex-Service man, has been out of work for sixteen months, of which twelve have been spent in hospital, where he was operated upon for appendicitis and gastritis.

His wife's health is poor since she underwent an operation for cancer following the birth of a still-born infant.

The second dark cloud is one of dreary poverty. With daddy out of work, a weekly rental of 14s. 4d., insurance to pay and six people to clothe and feed on 32s. 9d. a week means—to quote his own words—"When we come to the finish of the week, we haven't enough for Sunday's dinner.

"If a man," he continued, "does not try to get work he deserves everything he gets, but I cannot do more than try and take any job that comes along. I volunteer to do anything to get food into my place, and a little bit of clothing for my children. A man can go through fire, but it comes hard for the wife and kiddies.

"When I was in work, things were very different. We jogged happily along and had enough food, and the children looked forward to a nice Christmas. Now I dread to think of it."

To cap everything, he fears he will shortly be put off his unemployment pay—and no job in sight!

Donations sent for Irene will reach her family intact, and these, together with subscriptions for the Fund generally, should be addressed to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2.

Where names and addresses are given acknowledgments will be sent by post. Lists of subscriptions received can be seen at the office of the Fund. We thank "A Mother" for her sacrifice of a golden half-sovereign.

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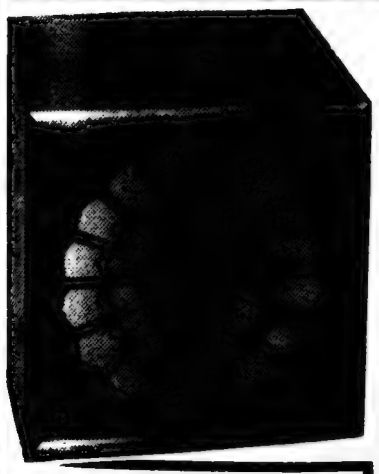

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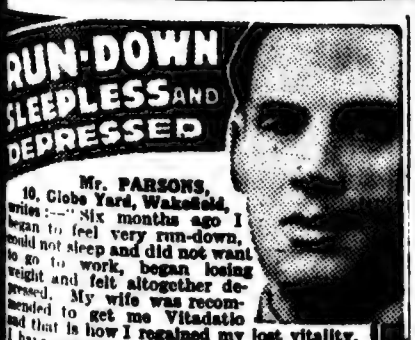

Mr. PARSONS, 10, Globe Yard, Wakefield, writes:—"Six months ago I began to feel very run-down, could not sleep and did not want to go to work, began losing weight and felt altogether depressed. My wife was recommended to get me Vitadatio and that is how I regained my lost vitality. I have recommended it to several friends and all are sincere in their praises of a worthy medicine."

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Surprising reports are coming from men who were bald or losing hair and who acquired a new vigorous growth by using a peculiar compound that awakens life in dormant hair roots.

"The front of my head was completely bald for nearly 20 years. Now I have an abundance of hair," is the report of Mr. T. J. Harding. "All bare parts are now covered with a nice growth of hair," writes Mr. E. Arnold. Imagine the enthusiasm of Mr. T. Hellier when he reported: "I have now a strong healthy growth of hair where I have been bald for 10 years." Mr. R. Stott reports even after only three weeks' use of Kotalko, bald patches of 12 years' standing were covered with hair.

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(1) 1/- GIFT VOUCHER accepted as 1/- in part payment of the famous "John Bull" Pen. Two-year Written Guarantee with each Pen. Admittedly worth 5/-. The 14-carat solid gold nib, iridium tipped; security cap, handsome chasing, brilliant finish, latest lever-filling device are hall-marks of its quality. Tens of thousands of users have expressed their delight.

YOU SEND ONLY 1/9, PLUS POSTAGE.

(2) 5/- GIFT VOUCHER accepted as 5/- in part payment of "John Bull's" 10/- Writing Set de luxe. Pen carries a Five-year Written Guarantee. You will admire the lovely finish—the rolled gold band and pocket clips, the lever-filling device, deep sunk—the extra quality of the 14-carat solid gold nib, iridium tipped. The "Ever pointed" Pencil with its streamline finish is a worthy companion.

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I enclose Xmas Gift Voucher value Five Shillings, which please accept in part payment of the "John Bull" 10/- Pen and Pencil Set de luxe, including clip on pen and pencil and extra leads. I enclose p.o. for 5/- plus 3d. for postage and insurance, making 5/3 in all.

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"I'd like to be—"

OUR LETTER PARLIAMENT contributors explain why they would like to wear another man's — or woman's — shoes

HE knows nothing of my working hours, that man up there. He can't see me toiling, sweating, gasping, begrimed.

For he works under the canopy of heaven and I wallow in the bowels of the earth.

He's a road-sweeper and I'm a miner, and—oh, how I envy that man and wish I were he!—*"Labour and Wait," Brighouse.*

The Living Joke

If only it were possible to change places with this king of delightful and fascinating rogues—George Bernard Shaw!

To have one's sport amongst the narrow, petty "lion-hunters" who profess to understand him—the very people he delights to baffle!

Truly, a man who so successfully lives one constant Big Joke is living a life to be envied by any man with a sense of humour!—*J. J. Searles, Birmingham.*

A Little Suffering

For a little while I should like to change places with my sister. For ten years she has never known a day free from pain, and she's only twenty-five.

To see her walk and run, and do all the joyous things she wants to do, would be worth some suffering on my part. Yet the change could not be permanent, for I could not bear pain so uncomplainingly as she does.—*M. Smith, Manchester.*

The Happy Ghost

He is twenty years younger than I; he's aflame with enthusiasms to make this a richer and happier world. He's supercharged with great ideas. And he's got the vitality to fight for them. He laughs at disappointments. He's brimming over with good health, bubbling and sparkling with it like a glass of fresh-poured vintage wine.

That's the man I envy. I who am soured and a worldly failure and always sick from war illness. I who have lost nearly all faith and am cynical, and bitter and soul-weary.

He follows me everywhere; he's with me morn, noon and in the miserable night hours. Often I hate him like hell—this Ghost of Myself of twenty years ago.—*C. V., Sheffield.*

This Great Man—

He is thirty years my senior and he has never lost the ability to take the keenest pleasure in the most simple and natural things of life. His religion has always been to pay his way to the best of his ability and to think the best of his fellow man.

In the evening of his years, he sleeps well o' nights—due to an exceptionally clear conscience. He has a sound constitution, the reward of moderate living.

I look at my own life and envy him deeply. I'd swop places to-morrow with that man. He's my father.—*Volo, Yorks.*

Phantom-Lover

My sweetheart's wife I'd be.
Long ago my fiancé went abroad and we became estranged. He married. Years passed and then Fate threw us together again, and Chance revealed that time had but served to deepen his love for me.

Though seas still divide us and we do not correspond, *I know* he is my mate and together we could be divinely happy. My envy of the one who occupies the place I covet is just a little tinged with pity. After all, though she possesses the shell, I hold the kernel!—*Youthful Folly, N.B.*

Just Looking On

Why should I wish to change my lot,
And seek the joys of others,
Whose lives seem laid in smoother paths,
I, one of their poor brothers?
I'd hate to change my place on earth
With any other being;
I'm quite content to go my way,
Laughing—doing—seeing.
—*E. E., Evesham.*

Great-Heart

Lip-sticked ladies edge away from his coal-begrimed clothes and plus-foured clerks wink as they nudge each other.

They don't know that the little man has two sons; one a Master of Arts, the other a second engineer on a liner; and that his self-sacrifice gave the lads a chance the father never had.

Just a miner, but a gallant "Great-heart" is my five-foot grand-dad.—*R. W., Woodthorpe.*

Excelsior!

I'd like to be that fortunate man employed by JOHN BULL who calls on folk to announce that they have won a large competition prize.

To share their joy and accept their welcome would be wonderful. You see, I'm a rate-collector.—*E. G., Streatham.*

He Gives Happiness

This man is neither a great statesm... nor is his name widely known.

But his job calls for diplomacy. ... must essentially be a man of peace a... good will, a man of kind words and a d... of good deeds. In fact, his job represe... justice, truth and charity, and he h... great scope within the sphere of his w... to make the people around him happ... beings.

For that reason alone I'd gladly cha... places with the parish priest.—*E. ... Stoke-on-Trent.*

The Chap Next Door

I'd like to be the man next door
And live the life that he does.
I needn't purchase a garden tool,
Or car, or hose, but just with coo...
And barefaced cheek I'd ask the f...
Next door in the way that he does.
I could hammer and bang and slam abo...
Let the radio howl and the kiddies shou...
I could park the dog when going out,
And palm my troubles without a doub...
On that decent and willing old s...
next door,
In the very same way that he does.
—*A. H., King's Heath.*

The Baby Man

I'd like to be a welfare worker, w... deals out the good things for babies ... the poor, at reduced prices.

I often want to warn mothers that ba... must not sit bolt upright if his back ... to be strong, and others that chocol... is no good for fretting mites. Give him ... smooth bone or toasted crust to w... those nasty teeth through. I'd tell the...

Ah! But what can a mere male do...—*D. A. Boots, Portsmouth.*

The Boss Laments—

I'd like to change places with any ... my half-dozen workmen.

When I was an ordinary workman ... used to envy my boss, and think him ... lucky beggar. I used, also, to think h... old-fashioned and out of date in h... methods, and mean in his transactions.

I don't think so now. I see that h... methods weren't so far wrong, after a... and that his supposed meanness was ... necessary economy to keep things goi...

My men are sure of their pay on Sat... days; quite often there is none left f... me.—*Small Boss, Kirkcaldy.*

Seer, Doer, Thinker

He knows the adventurous life of t... sea. He has lived with the toilers of t... earth, understanding their joys and fe... with an insight given to few. He can r... to heights of thought from which I a... barred; yet he sees beauty in small thi... that I pass unseeing.

He has gained recognition during h... lifetime—unusual in his calling. A... now, living in the English countrysi... he has time to sit and muse.

I would give much to change pla... with our Poet Laureate, John Masefie...—*H. L. S., Surrey.*

* * *

As Postmaster-General, I should supp... every post-office with good ink and pe...—*W. C. H., Everton.*

I wouldn't mind being in my siste... shoes. She takes fours, while I c... hardly squeeze into sevens.—*E. Bambri... S.E.25.*

Though for me 'twould be O.K.,
Could I my earthly status choose,
What would the luckless victim say
Who occupied *my* leaky shoes?
—*Reprah, Sedburgh.*

Gandhi for me. It takes so little ... supply his wardrobe, and his daily ratio... would cost very little. As I have to ex... on the Old-Age Pension, his style ... living would suit me down to the grou...—*J. M. D., Strabane.*

I'd change with Walt. Disney, t... creator of Mickey Mouse. What could ... better than to add to the mirth ... nations; to win the titter of the flapp... as well as the guffaw of the yokel!—*Hendy, Manchester.*

I'm happy so long as my family ... happy; but, occasionally—especially ... washing-days—I'd sooner be a workin... man. He has a Trade Union, and t... right to strike!—*Housewife, Plumstead.*

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published. Envelopes, marked "Letter Parliament," must reach us by first post on Tuesday, December 8.

My Plans for Christmas

SELECTIONS FOR DECEMBER 5, BY—

Our Soccer Prophet

FIRST DIVISION.

(1) Leicester v. W.B. Albion.
(2) NEWCASTLE v. Portsmouth.
*(3) ASTON VILLA v. Derby.
**(4) BOLTON v. Blackpool.
(5) CHELSEA v. Manchester C.
(6) GRIMSBY v. Sunderland.
(7) HUDDERSFIELD v. Blackburn.
(8) LIVERPOOL v. Birmingham.
(9) MIDDLESBROUGH v. Sheffield U.
(10) Wednesday v. Arsenal.
(11) West Ham v. EVERTON.

SECOND DIVISION.

(1) SOUTHAMPTON v. Plymouth.
(2) Manchester U. v. MILLWALL.
*(3) BRADFORD v. Port Vale.
(4) BURNLEY v. Barnsley.
*(5) CHARLTON v. Oldham.
(6) CHESTERFIELD v. Swansea.
(7) Notts Forest v. LEEDS.
(8) PRESTON v. Notts County.
**(9) STOKE v. Bristol City.
(10) HOTSPUR v. Bradford City.
(11) WOLVERHAMPTON v. Bury.

SOUTHERN SECTION.

(1) MANSFIELD v. Exeter.
*(2) TORQUAY v. Northampton.
(3) Boscombe v. Fulham.
(4) BRIGHTON v. Coventry.
(5) Bristol R. v. Reading.
(6) ORIENT v. Cardiff.
**(7) C. PALACE v. Thames.
**(8) NORWICH v. Gillingham.
(9) Q.P. Rangers v. SOUTHEND.
(10) Swindon v. LUTON.
(11) Watford v. Brentford.

NORTHERN SECTION.

(1) Stockport v. GATESHEAD.
(2) Doncaster v. Hartlepools.
**(3) ACCRINGTON v. N. Brighton.
(4) CARLISLE v. Hull.
(5) Crewe v. Lincoln.
(6) ROCHDALE v. Chester.
(7) ROTHERHAM v. Walsall.
(8) TRANMERE v. Halifax.
(9) WREXHAM v. Barrow.
(10) YORK v. Darlington.

SCOTTISH LEAGUE.

(1) Cowdenbeath v. PARTICK.
(2) Morton v. Kilmarnock.
(3) Airdrie v. HEARTS.
(4) Ayr v. DUNDEE.
*(5) CELTIC v. Third Lanark.
(6) Dundee U. v. Clyde.
(7) HAMILTON v. Queen's Park.
(8) Leith v. ABERDEEN.
*(9) MOTHERWELL v. St. Mirren.
**(10) RANGERS v. Falkirk.

OUR FIVE-STAR CODE

As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning.

Division and number will be quoted as above, together with *H* for home and *A* for away team.

Example Code: Div. I.—4(*H*); Div. II.—9(*H*); Southern Section.—8(*H*); Northern Section.—3(*H*); Scottish League.—10(*H*) would indicate Bolton, Stoke, Norwich, Accrington and Rangers.

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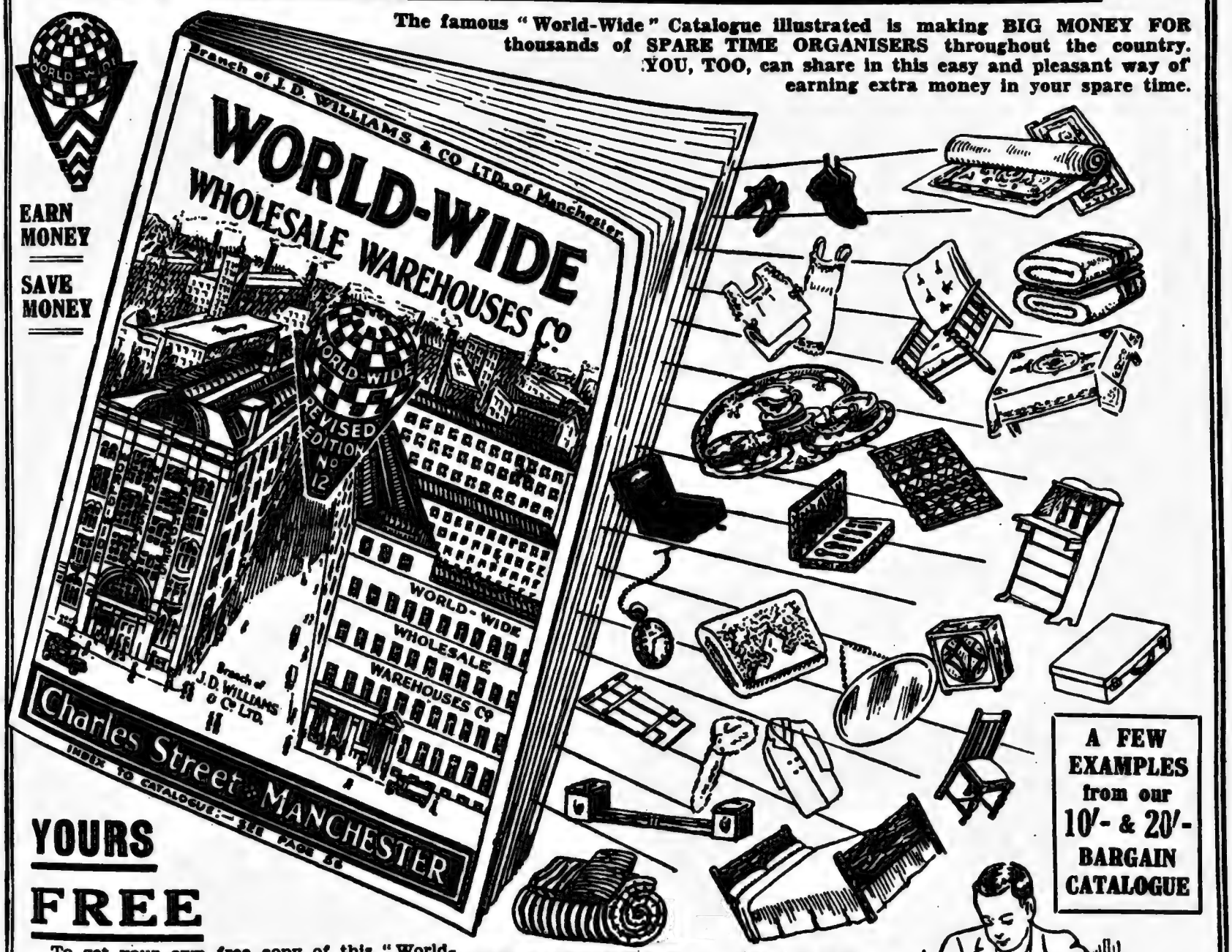

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Please send me FREE my copy of the New "World-Wide" Club Catalogue. I'd also like to make extra money in my spare time. Please send particulars and interesting free booklet, "Here's Extra Money For You," without expense or obligation.

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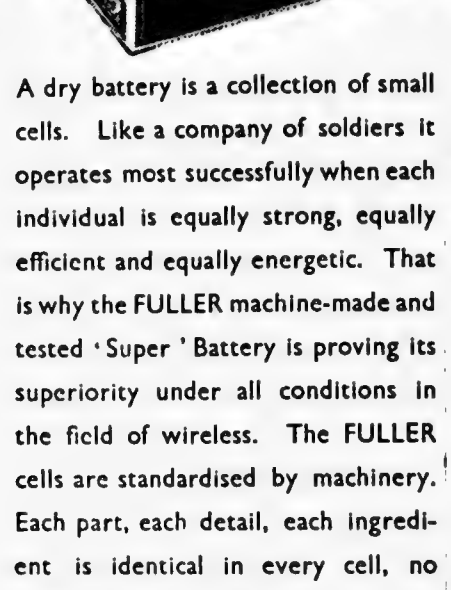
(Mr., Mrs. or Miss)
ADDRESS .....

(Send in an unsealed envelope—½d. stamp only required)

BRITISH MAKERS introduce standardisation into dry battery manufacture



A dry battery is a collection of small cells. Like a company of soldiers it operates most successfully when each individual is equally strong, equally efficient and equally energetic. That is why the FULLER machine-made and tested 'Super' Battery is proving its superiority under all conditions in the field of wireless. The FULLER cells are standardised by machinery. Each part, each detail, each ingredient is identical in every cell, no matter how many are turned out. Each step in construction is automatically correct. Result—a perfect dry battery. A battery, too, which is British-made. The perfection of the Fuller 'Super' emphasises the **benefit of Buying British.**

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ANOTHER LIFE PENSION FOR 'JOHN BULL'S' X-WORD

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£100 FOR RUNNERS-UP

EASY TO ENTER—NO CLAIMS REQUIRED

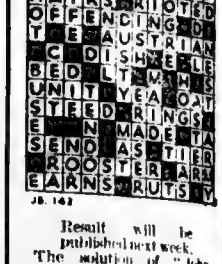
HERE is a wonderful opportunity for you to win a Life Pension in your spare moments. £2 a week for life or £1,000 with £100 for runners-up is offered in this week's "John Bull" Crossword. Why not fill in the little squares of this easy-to-enter contest now? A few moments' careful thought may mean a big prize for you. Get your pen and start right away—and make up your mind to win!

Should First Prize be shared £1,000 in Cash will be paid instead of dividing pension.

"JOHN BULL," will pay £2 a week for life, or £1,000 cash, for a correct solution on one square of the puzzle below. Failing a correct solution the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £100 will be divided between those competitors who enter squares containing one error only or only one error more than the winning solution. Solution of puzzle will be published in "John Bull" on sale Thursday, December 17th, and winner in "John Bull" on sale, Thursday, December 24th.

Winners in X-Word No. 140 appear on page 38.

Solution of "John Bull" X-Word No. 142



Result will be published next week. The solution of "John Bull" X-word No. 142 is given herewith as a matter of interest to our X-word Competitors. We wish to emphasise that no claims are required for this X-word, as all entries are being carefully examined by our staff.

READ THESE RULES CAREFULLY.

RULES AND CONDITIONS.

1. Complete puzzle in ORDINARY INK, not copying-ink or copying-ink pencil; cut out the whole Entry Form whether both puzzle squares are used or not. Entry Fee for two squares is SIXPENCE, for Four Squares send ONE SHILLING. Make Postal Order payable to Odhams Press Ltd., and cross it & Co.; write name, address and date of posting on back of P.O. and fill in the number upon Entry Form; send Entry Form by post, as directed, to reach us not later than **NOON, Thursday, December 10th.**

2. No competitor may submit more than two double Entry Forms (Four Squares). Squares left incomplete, mutilated, indistinct or altered will be disqualified. No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

3.—Winners of this contest will appear in "John Bull" on sale **Thursday, December 24th.** Should any competitor not announced as a winner have entered a coupon eligible for a share of the first prize he must demand a scrutiny by first post **Tuesday, January 5th, 1932,** in accordance with directions given with result weekly. Any such Scrutiny, which may amend the result, must be accepted as final. No scrutiny can be conducted in connection with the additional award of £100 to be divided between the runners-up. Competitors should note that errors are computed according to the number of words which wrongly answer the clues given.

4.—In the event of a tie, a prize will be divided, but no competitor may receive more than one share of it.

5.—Readers in Scotland are debarred from and cannot enter this Competition. Any entry form bearing an address in Scotland will be disqualified.

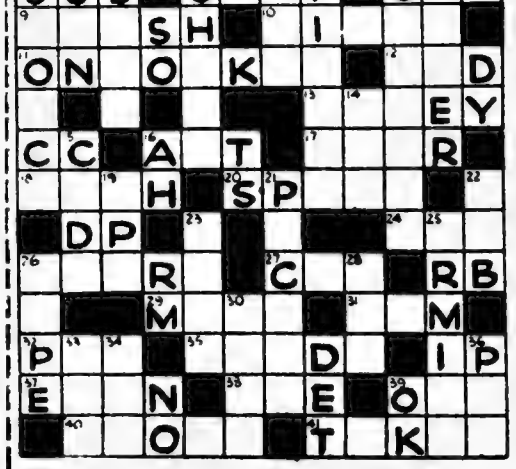
6.—Failure to comply with any of the conditions involves disqualification.

7.—Employees of Odhams Press Ltd. and members of their families are not eligible.

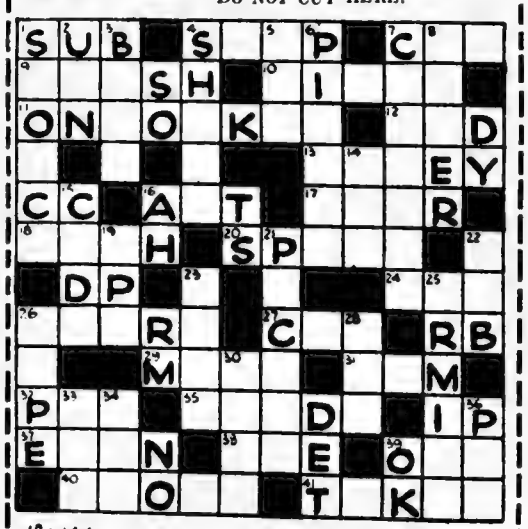
No claims required.

ENTRY FEE. With two squares send P.O. for SIXPENCE. With four squares send P.O. for ONE SHILLING. See Rule 1.

"JOHN BULL" CROSSWORD No. 144



JB · 144. DO NOT CUT HERE.



JB · 144

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose P.O. No..... P.O. for Sixpence must be enclosed to cover Two Squares, and Shilling P.O. to cover Four Squares.

Readers in Scotland ineligible.

ENTRY FEE for 2 Coupons 6D.

See Rule 5.

SIGNED.....

ADDRESS.....

.....

CLOSING DATE THURSDAY, DEC. 10

CLUES ACROSS.

1. Wages in advance.
4. Sometimes seen on ice.
7. Supplies food.
9. Accident.
10. Boat does on the waves.
11. Spectator.
12. A cover.
13. A narrow passage.
16. Industrious insect.
17. Is shed when crying.
18. Kind of stew.
20. Dusky warrior's weapon.
24. The ocean.
26. Jewelled head-dress.
27. Criminal gets, when lashed.
29. Cow gives us.
31. Sewing machine makes this.
32. Bacon is fried in.
35. In want.
37. Another name for Ireland.
38. Consumed.
39. First number.
40. Is often hung up in the hall.
41. Ring is, from bridegroom.

CLUES DOWN.

1. Injure slightly.
2. Large vase.
3. Wool is made up into.
4. What happens to prize sheep.
5. Wrath.
6. Buccaneer.
7. Underground stores.
8. Rushy plant.
14. A meadow.
15. Familiar name for a magistrate.
19. Health resort.
21. Helps to win a strike.
22. Traveller uses for luggage.
23. Sometimes keeps one at home.
25. Fur used for State robes.
26. Essential to newspaper office.
28. Belonging to thee.
30. Causes waste of water.
33. Part of a circle.
34. Nothing.
36. You write with this.

A special prize of £5 will be awarded to the Newsagent from whom this week's first prize winner usually purchases his copy of "John Bull" or his copy of "Passing Show," in conjunction with which journal this contest is conducted. Should the first prize be shared the £5 will be divided between sharers' Newsagents.

"JOHN BULL" CROSSWORD No. 144

JB · 144 DO NOT CUT HERE.

JB · 144.

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose P.O. No..... P.O. for Sixpence must be enclosed to cover Two Squares, and Shilling P.O. to cover Four Squares.

Readers in Scotland ineligible.

ENTRY FEE for 4 Coupons 1/-

See Rule 5.

SIGNED.....

ADDRESS.....

.....

CLOSING DATE THURSDAY, DEC. 10

If entering two double Entry Forms, cut them out separately—add name and address to both.

HOW TO ADDRESS ENTRY

Send Entry in envelope bearing 1½d. stamp and post to "John Bull" Crosswords (No. 144), 53, Long Acre, London, W.C.2 (Comp.)

THE Editor REPLIES

WRITE TO "JOHN BULL" ABOUT IT!

THE Editor may be flippant on this page, but his humour is never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service, who will deal with any matter causing anxiety to our readers. Simply send a stamped, addressed envelope with your query.

D. M. (Taunton).—"Do you cry over spilt milk?" No, we call the office cat.

WILLIAM S. (Portobello).—"What is the best thing to start the day's work on?" Time.

AMBITIOUS (Dunbar).—"What have most great men's hits been due to?" Their missis.

R. J. (Sutton). — "I haven't touched a golf ball this year." We don't play quite so badly as that.

G. B. M. (Hampstead).—"I was mistaken for Jack Buchanan in the street last week." Yes, we have had some pretty bad fogs lately.

P. H. (Norwich).—"Some books of reference don't tell you anything which you didn't know before." Our pass-book, for instance.

C. A. (Ely).—"I am writing to you in pencil." You evidently use an illegible indelible.

J. G. (Hampstead).—"Business in the theatres is on the up-grade." Hence the steep prices.

P. M. (Luton).—"I enclose a story with no ending. Can you think of one?" Easily. The wastepaper-basket.

E. F. (Sheffield).—"There is nothing like leather." You have never tackled our new cook's omelettes.

H. K. (Hull).—"The B.B.C. programmes are very varied." From slimming hints to fat stock prices.

H. P. (Colchester).—"I did want to write to you so badly." Well, you have certainly done it.

S. C. (Brixton).—"What is the best fire preventive?" The high price of coal.

D. W. (Winchester).—"Millionaires are rarely perfect." They certainly leave much to be desired.

H. K. (London, W.).—"A revue producer is looking for a girl with a perfect nose." We understand that a lot have been turned down.

G. P. (Hitchin).—"I told the young upstart that I did not want my daughter tied to an idiot all her life." So he offered to take her off your hands?

B. H. (Oundle).—"Man comes first and then the machine." And then, a little later we suppose, comes the ambulance.

HENRY D. (Smethwick). — "Your witty replies aren't bad, but you should write so that any fool can understand you." Which of them weren't clear to you?

MRS. T. (Leicester).—"I think it is a disadvantage to shop early for Christmas." Well, you might certainly get caught in the rush of shoppers shopping early to avoid the rush.

S. B. (Newcastle).—"I believe that I am on the point of discovering a method of making imitation coal." You're too late. Our coal dealer has already delivered several tons of the stuff.

M. G. (Swindon).—"A man made a tour of the street I live in and sold a faulty piece of material to nearly every woman." What are the wild wives saying?

H. M. (Bude).—"In order to be successful one must start in a small way." We have never heard of a forger who began by making counterfeit farthings.

R. P. (York).—"Are you saving for Christmas?" No, slaving.

E. C. (Belgravia).—"The new fashion in women's hats is very pleasing." This, last or next week's?

EMPLOYER (Brixton).—"What makes me always find my clerks idling about?" Possibly your rubber heels.

COMEDIAN (Brixton).—"Laugh and the world laughs with you." Not if you do it over the wireless.

H. P. (Goole).—"I punished my boy when I caught him smoking one of my cigars." By making him smoke another?

MISS ANN (Brighton).—"Would you believe it—an American film actor pays a girl £2,000 a year to look after his complexion." His face is her fortune.

T. R. (Parkhurst).—"Christmas is coming, and I am in for a good time." Then we doubt if the warder will fill your stocking.

D. B. (Hampstead).—"Do you believe in fortunes?" Only when they come our way.

J. K. (Clerkenwell).—"A vegetable hawker in a London suburb sings excerpts from Italian opera while on his rounds." Is this how he gets his wares?

P. N. (Swansea).—"A Scottish friend of mine has bought a petrol station." Is the "Free Air" sign still up?

M. F. (Hounslow).—"A be-medalled young soldier can easily attract a girl." And get clasps added?

S. T. (Doncaster).—"I see that a Frenchman set fire to the home of a girl who jilted him." Burning passion.

C. S. (Brixton).—"A man's best friends are his hair and his teeth." But even the best of friends fall out.

F. M. (Colchester).—"One must always begin at the beginning." End the at begin must you this read to able be to order in.

F. E. (Westcliff).—"I am aiming at a gramophone which will play for a day at one winding." We hope you hit it.

S. M. (Highgate).—"I didn't enjoy my visit to the Zoo." Never mind. Probably the animals were amused.

H. L. (Dorking).—"Most of the American gangsters started life at the bottom." And worked down from that.

G. B. (Oundle).—"There is always a tie between father and son." And it's an even bet that the son is wearing it.

F. M. (Bath).—"All that I am to-day I owe to my parents." How nice to be out of debt.

J. M. (Wantage).—"I see that a well-known banjoist earns £50 a week." That seems easy picking.

B. P. (Robertsbridge).—"Is there a cure for love at first sight?" Yes, a second and more careful look.

T. S. (Bradford).—"Some of our convicts are given modern novels to read." Others are sentenced to mere hard labour.

B. F. Y. (Nuneaton).—"I had been speaking to a man for only ten minutes when he called me a fool." What a slow mind he must have.

C. K. (Amersham).—"I enclose an article on the post office." We are using that organisation to send it safely back to you.

P. N. (Falkirk).—"My wife listens to my arguments and says nothing." That's probably what she thinks of them.

J. G. (Aberdeen).—"The effect of certain drinks is to make a man feel more thirsty than ever." Especially if somebody else is paying for them.

Miss J. B. (Spalding).—"Boys in many schools now are taught how to cook." Why don't they extend the course to girls?

C. N. (Chicago).—"Al. Capone started life behind a bar in New York." He has attained such success that for some years to come he will be behind a very large number.

G. M. (Goole).—"I can't think why my doctor has made me give up smoking and drinking." Probably so that you will be in a better position to pay his bill.

Mrs. T. (Louth).—"I hope the cake I made for you was not damaged in the post." No, it arrived without a dent in it, although the box was smashed to smithereens.

J. G. C. (Cardiff).—"The sort of Christmas present to get is something useful and lasting." The very thing you want is on page 39. There's a £1,500 cheque to use and a yearly £50 Christmas-box to last.

F. R. (Birmingham).—"I read that a spectator was injured at a Scottish football match." It is denied, however, that he fell from a high tree overlooking the ground.

S. B. (Amersham).—"Many a woman who would face a lion is scared by a mouse." And many a man who would face a lion and a mouse is scared by a woman.

G. M. (Baldock).—"Excessive slimming may prove fatal, whereas a well-nourished body means long life." But we doubt if you could convince a turkey that that was true between now and Christmas.

(Many replies unavoidably held over)

SIDE-Slips

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. In the event of the same "Slip" being sent by more than one reader, the award is paid to sender of the first letter opened. Mark envelopes "Slips."

BIRMINGHAM POST:—"The SEATS were mountainous, especially at night."

THE EVENING TIMES:—"Five HELLS hit the station."

THE LANCASHIRE DAILY POST:—"The charge for being an unlicensed RIVER was withdrawn."

THE WESTERN GAZETTE:—"Mr. Jones was for plaintiff, and Mr. Lemon was USED as a DWELLING-HOUSE."

THE DAILY MAIL:—"His cheery quips and expressions never fail to LOWER his status as a fun-maker of the highest rank."

YOUNG'S MAGAZINE:—"From the corner of his MOUTH he saw Nancy smile."

THE EVENING NEWS:—"Under Trinity House by-laws a CAN cannot qualify for the pilot's certificate——."

EVENING TELEGRAPH:—"HORSE to let to purchaser of contents; three large rooms and kitchen."

SWINDON EVENING ADVERTISER:—"Isle of Wight steamers had to be conveyed to the fountain pier IN VEHICLES."

RED LETTER:—"He pointed with his right EAR to a speck far away in the distance."

THE BUCKS FREE PRESS:—"Councillor H—— BOUNDED over the insignia of office."

SOUTH WALES ARGUS:—"'You have taken a string of BEDS off the counter.'"

"Hindustan Times" (Delhi):—"Immediate Sale—Austin twelve two-seater with 'ducky.'"

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LOOSE COVERS from 15/-

What more pleasing gift at Christmas could there be than this wonderful production from the great Berkeley factories? An Easy Chair that is handsome to look at, a comfort to sit in and that will give long lasting pleasure and satisfaction. Only enormous resources could have produced an Easy Chair of such quality at this amazing low price. Sturdily constructed with best birch frame, carefully upholstered throughout with long coppered-steel springs in seat and covered with beautiful hard-wearing materials, it is a real masterpiece of comfort and VALUE. *Send Coupon now for Catalogue of all Models and Free Patterns from which to choose your coverings.*

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Whatever the argument—

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HOLD GOOD

6/6 6/6 & 7/6 BRAQ

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HOW TO PREVENT INFLUENZA.

When influenza is about, your main danger lies in letting yourself get run down. It is the people who are below par who catch it most easily and suffer most.

That is why doctors are advising people to start taking Wincarnis at once. Wincarnis is the perfect tonic in a delicious form. It is simply the purest of fine wine with all its valuable, stimulating properties reinforced with the highest grade beef and guaranteed vitamin malt extracts. It creates new, rich blood, and builds up reserves of strength which remove any danger of your going down with influenza.

Just take a glass of this delicious wine three times a day, and very soon you will be practically immune. You will sleep better and wake up refreshed and reinvigorated. You will be keener, brighter, more alert in all you do.

Start taking Wincarnis to-day. It has over 20,000 recommendations from medical men who have proved its value for neurasthenia, anæmia, debility, and all sorts of run-down conditions.

104 PAGE XMAS No.
INTERESTING TO ALL.
For the Constructor:
A NEW "FOUR" AND A SHORT WAVE ADAPTOR
Amateur Wireless and Television
GET YOURS EARLY. ONLY 3d.

SAFEGUARDING GIRLHOOD.

The Peril of Anæmia.

Mothers are often perplexed at the distressing languor that affects their daughters in their 'teens and are at a loss to know what to do. This languor is one of the first signs of anæmia, and is quickly followed by breathlessness, palpitation, dizziness, headache, and back pains. Many a girl's health has been undermined by anæmia. She grows pale, has no energy, cannot eat, and is often depressed and found crying.

Mothers should watch closely for these symptoms of anæmia in their daughters, and at the first sign should give them Dr. Williams' pink pills. These pills quickly and effectively make rich red blood, to the lack of which anæmia and all its miseries are due.

Every mother desires to see her daughters grow up healthy and strong. If she wishes them to be a credit to womanhood, she should remember that Dr. Williams' pink pills have rescued thousands of girls from the clutches of anæmia, transforming them from pale, sickly girls into vigorous robust women.

FREE. Every girl in the country should read the booklet "Nature's Warnings," sent free to all who write to C. F. Dept., 36, Fitzroy Square, London, W.1.

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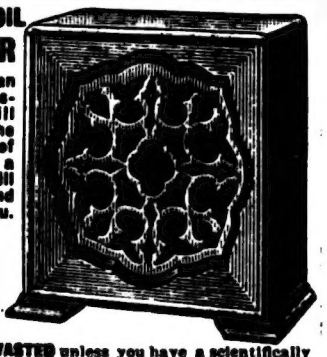

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JUST as the policeman on his beat gives you a feeling of security and safety, so does JOHN BULL'S Great Free Insurance Gift give you even greater security by guarding your home against Fire, Storm, Sickness and Accident. JOHN BULL'S strong right arm encircles the whole family—father, mother and the children.

We give below the names of a few of our readers who have received cheques recently on account of Fire, Sickness and Accident.

FIRE—Up to £400

EBBW VALE.—T. G. Coles, 10, Lilian Grove.
WALWORTH, S.E.17.—Mrs. I. L. Wilson, 30, Thrush St.
LIVERPOOL.—Mrs. M. Harrison, 7, St. Ive's Grove, Stanley.
SYSTON, LEICS.—Mrs. A. Shackshaft, 2, Upper Church St.
ASTON, BIRMINGHAM.—Mrs. M. Rowe, 57, Frederick Rd.
LONGTON, STAFFS.—Mr. J. Ellis, 90, Wood Street.
WOLVERHAMPTON.—Mrs. A. Meers, 33, St. Peter's Square.
LEICESTER.—Mr. H. Cave, 34, Vernon Rd., Aylestone Park.
JARROW-ON-TYNE.—Mr. T. Giblin, 105, Ellison Street.
SWINDON.—Mrs. A. Weston, 51, Station Cott., Shrivenham.

SICKNESS—£5 5s. each.
(*Measles, diphtheria, typhoid fever etc.*)

CONRIE, PERTHSHIRE.—Mr. W. MacLeod, Commercial Hotel.
BROTTON, YORKS.—Mr. J. Casley, 17, Jackson St.
DARLINGTON.—Mrs. M. Hawley, 33, Langdale Rd.
BIRMINGHAM.—Miss E. Haddon, 2/43, Lansdowne St., Winson Green.
NR. WALSALL.—Mrs. E. Kennard, 28, Cannon St., Willenhall.
NR. CHESTERFIELD.—Mr. W. Rowley, 118, Chesterfield Rd., Holmewood.
NR. WREXHAM.—Mrs. J. Newton, 28, Hall St., Pen-y-Cae.
GILLINGHAM, KENT.—Miss H. Williams, 183, Balmoral Rd.
NR. CHELTENHAM.—Mrs. E. Marshall, 7, Greet Rd., Winchcombe.
NR. SWANSEA.—Mrs. M. Pearce, Big House, Llanrhidian.

HOME ACCIDENTS—£5 each

MOUNT, YORK.—Mrs. E. Worswick, 6, Hob Moor Terrace.
NR. STRATFORD-ON-AVON.—Mrs. C. E. Vale, 31, Back Lane, Lower Quinton.
NEATH, GLAM.—Mrs. E. Matthews, 42, Bryndulais Av., Seven Sisters.
CHIPPENHAM.—Mrs. M. Farmer, Brookside, Castle Combe.
MANCHESTER.—Mr. W. Murphy, 4, Gilbert St., Seedley.
BROXBURN, W. LOTHIAN.—Mr. J. McGill, 20, Shrine Place.
BARRY, S. WALES.—Mrs. A. Dawson, 19, Quarella St., Cadoxton.
HACKNEY WICK, E.9.—Mr. G. J. Haywood, 332, Wick Rd.
HOLYHEAD.—Miss P. Doughty, 4, Penrhos View, Kingsland.
DARLINGTON.—Mrs. E. Lee, 135, Haughton Rd.

CUT HERE

JOHN BULL

Hand this Coupon to your Newsagent.

To (Name of Newsagent) .....

Address .....

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Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

Address .....

Date .....

PLEASE WRITE CLEARLY.
J.B., 5/12/31.

CUT HERE

Post this Coupon to

"John Bull" Registration Department, 128, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

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Reader's Signature.
Age.....

Address .....

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Name and Address.....
of Newsagent.

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..... Date.....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return. PLEASE WRITE CLEARLY.
J.B., 5/12/31.

£700
and 60 Christmas Turkeys awarded in "John Bull's" Cross-word Competition No. 141.

In the above Competition, correct solutions were received from the following seven competitors, who share the £600 offered. To each of them, subject to the conditions of the competition, a cheque for £85 14s. 4d. will be despatched.

Miss F. Bridford, c/o Mrs. Bradley, 54, Green Rd., Southsea; **J. Hanson**, 128, Milton Road, Southampton; **G. R. G. Lynas**, "Druidstone," The Common, Pontypridd; **J. Masras**, Grove House, Park Rd., Regent's Park, N.W.8; **H. Moores**, 14, Warflow St., Beswick, Manchester; **W. Somerton**, 16, Riddins Street, Old Hill, Staffs; **G. Webb**, Gorsfield, Wisbech, Cambs.

Any other entrant who claims to have sent a solution eligible for a share of this prize must demand a scrutiny by First Post, Tuesday, December 15th, sending £1 Scrutiny Fee, copy of solutions and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the award of £100 to Runner-up. This prize has been divided between 53 competitors from whom we received solutions containing one error and who will each receive £1 17s. 9d. A list of these winners can be seen at the "John Bull" offices and all have been notified.

In addition to the above cash awards, each of the seven winners who share £600 and each of the 53 who share £100, will receive shortly before Christmas an extra award of a Christmas Turkey.

Another Splendid X-Word with a First Prize of £2 a week for life or £1,000 Cash and £100 to be divided between the Runners-up appears on Page 36. Try Your [illegible]

WINNING "BULLETS" —and HOW

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£50 XMAS-BOX YEARLY FOR LIFE

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OTHER PRIZES
2ND PRIZE
£100
3RD PRIZE
£50
10 of £5 · 10 of £2.10
50 of 10/- · 500 of 2/6
10,000 'TANGETS'

CLOSING SAT. DEC. 19

£250 BONUS

will be paid to any entrant whose prize in this contest is £2 10s. or over, and who is on our books by Saturday, December 19, for a free supply of *Bullets Bulletin*, your best help to the prize-list. If more than one entrant qualifies, £250 will be divided equally.

REGISTER ON COUPON BELOW

MIGHTY REWARD for TWO, THREE or FOUR WORDS

WITH this last big offer of a record year, JOHN BULL is celebrating Christmas in sensational style. If you send the best *Bullet* a fortune of £1,500 will arrive, and, in addition to this mighty sum, you will receive a Christmas-box of £50 every year as long as you live!

Augmenting hundreds of other cash prizes which include £100 and £50, £250 Bonus is offered this week to focus attention on the benefits of reading regularly the free *Bullets Bulletin* which we publish every Thursday—registration coupon on this page.

Making a *Bullet* consists merely of adding any TWO, THREE or FOUR WORDS of apt and original comment to one of the forty *Examples* provided. For instance, suppose you choose the *Example* THE BULLDOG SPIRIT, the added words "GETTING TEETH INTO" WORK would complete a *Bullet*.

To help you strike the winning style, study the winners below. Then get busy with your own efforts, making sure that they are in by Saturday, December 19. Remember also to send the *Bulletin* registration coupon by this date and so become eligible for a Bonus.

750 MORE XMAS DINNERS AWARDED!

FIRST PRIZE OF £300, COMPETITION NO. 827

Mr. E. H. CATHCART, Salcombe Regis, Sidmouth, Devon.
Example:—PALACE OF LUXURY
Bullet:—CONTAINED ONLY *Marble* CUPID.

SECOND PRIZE OF £50:

A. M. A. TIMMS, 38, Andover Place, Kilburn, N.W.
Example:—Expecting Something
Bullet:—But Wise Include Disappointments!

THIRD PRIZE OF £25:

A. WILLIAMS, 94, Breck Road, Everton.
Example:—Free Hand
Bullet:—Firm Hand—Winning Hand.

10 PRIZES OF £5 EACH:

J. BADHAM, 65, Whitmore Road, Beckenham.
Not So Fast — Youth, Remember Life's "Marathon"!

K. BREAKSPEAR, 22, Hatton Garden, London, E.C.
Time For Christmas—"*War* On Earth" Again?

COX, 26, Southfield Place, Portobello.
Despite The Row—Our "Mandarins" Mustn't Interfere.

R. COTARA, 120, Wellington Street, Kettering.
Mouth May Laugh—But—Gold "Bands" Beat Jazz.

V. M. GOODSHIP, Richmond Hotel, Guernsey, C.I.
Doctor Ramsay — Training — "Walked" London Streets.

G. SMITH, 1, Queens Avenue, Andover.
When Father Sings—"Britons Never—" "Coal Henry!"

TODD, 169a, Green Street, London, E.
They Fell In Love And—Postman's Feet "Tender" Too.

WALKER, 21, Bradford Street, Chester.
With Luck—Effort, And Prince—Trade!

C. WATTS, 35, Crofts Road, Kenton, Harrow.
They Fell In Love—Out—On And Off.

C. WOODLEY, 7, Old Street, Upton-on-Severn.
Palace of Luxury—Slippers—Kippers—And Nippers.

10 PRIZES OF £2 10s. EACH:

Mrs. E. CHADWICK, 11, St. Paul's Road, Preston, Paignton.
In Fighting Mood—Missus—Waiting In "Dressing-gown."

Mrs. E. COX, 79, Mansfield Street, Sherwood, Notts.
When Father Sings—Before Breakfast—*Hours* Before.

W. DEIGHTON, Willhouli, Cummingsburgh, Shetland.
Heart-rending Story — "Pitched" — And Charitable "Caught."

W. A. JEFFERY, 11, Chestnut Terrace, Sandquay, Dartmouth.
Pulled To Pieces—Hostess's Bonbons—Then Hostess.

Mrs. E. NAYLOR, 8/46, Lawden Road, Small Heath.
When Conscience Pricks—Often While Doctor "Prodding."

L. NEWHAM, "The Mallows," Horning, Nr. Norwich.
They Fell In Love And—Pugilists' *Audience* "Walked Out."

G. TERRY, Mearnskirk Hospital, Nr. Glasgow.
When Father Sings—"Drinking"—Mother Hums "Always."

S. A. THOMAS, Park House, Nailsea, Som.
When Father Sings—National Anthem—Can't Stand!

F. WEATHERHEAD, 83, Royal Avenue, Belfast.
"Come Outside!"—Better "Cooling Off" *Without*.

A. WINKWORTH, 21, Providence Street, Jersey, C.I.
I Consider—Soap-box, Ideal "Yule Log."
(Entered on "Target" Prize coupon.)

A list of 250 Turkey and 500 Surrey Fowl winners can be seen at these offices.

ALL WINNERS HAVE BEEN NOTIFIED.

The original cheque for £300 awarded to the First Prize-winner in Competition No. 826 will be displayed in the window of Messrs. Walker & Son, Walton Breck Road, Liverpool.

NEWSAGENTS' PRIZES.—Cheques for £10, £3 and £2 respectively will be paid to the Newsagents from whom the winners of the three chief prizes in "Bullets No. 831 usually purchase "John Bull."

"BULLETS" RULES.—1. The First Prize will be awarded for what in the opinion of the judges in connection with the Editor is the best Bullet received, the other prizes in order of merit, the test being keenness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL, and crossed / & Co. /. Competitors must write their names and addresses and the method of sending the order on the back of the postal order, the number of which must be duly noted on the coupon submitted. Coupons must not be multiplied. 3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry. Employees of Odhams Press and their families are not eligible.

If you wish to enter more than eight "Bullets" you can write them on plain paper.

"EXAMPLES" FOR COMPETITION No. 831

HAPPY NEW YEAR
THE BULLDOG SPIRIT
IN WESTMINSTER'S TALKIE
JOB FOR THE LEAGUE
A THOUSAND PITIES
TO HELP THE POOR
BOGEY MAN
PROBABLY
FLOWER OF WOMANHOOD
CHEAP ENTERTAINMENT
YOUTH'S OPPORTUNITY
A BAD TIME
HORN OF PLENTY
CRUEL FATE
STORY OF HER LIFE
CHEQUERED CAREER
FOR THE DEFENCE
SENDS ME TO SLEEP
CRACK OF DOOM
MAKES HIM HAPPY
NURSING
SHE LOOKED SWEET, BUT
NOT MAKING MUCH
BEYOND
ALL I'VE GOT
LIFE IS HARD WHEN
PUZZLES EVERYBODY
WORKING TOGETHER
GENERAL OPINION
RUNNING NO RISKS
WELL WORTH WHILE
BREATHLESSLY
ANGRY SEA
LATER
DID THE TRICK
WITHOUT ASSISTANCE
HINT FOR THE FUTURE
ANXIOUS MOMENT
BOY WITH BRAINS
WHEN FATHER'S PRESENT

Example
Bullet

(831) P.O. No.
Closing SAT. Dec. 19
I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.
Signed
Address

Example
Bullet

Example
Bullet

(831) P.O. No.
Closing SAT. Dec. 19
I agree to enter in accordance with the rules announced on this page. With 2 Coupons, send P.O. for 1s.
Signed
Address

Example
Bullet

Example
Bullet

(831) P.O. No.
Closing SAT. Dec. 19
I agree to enter in accordance with the rules announced on this page. With 3 Coupons, send P.O. for 1s. 6d.
Signed
Address

Example
Bullet

Example
Bullet

(831) P.O. No.
Closing SAT. Dec. 19
I agree to enter in accordance with the rules announced on this page. With 4 Coupons, send P.O. for 2s.
Signed
Address

☞ **ADDRESS ENTRY: "Bullets" No. 831, "John Bull," Long Acre, London, W.C.2 (Comp.)**

£250 BONUS COUPON

Post this coupon to-night. It makes you eligible for the £250 Bonus announced above and brings you every Thursday for twelve weeks a copy of our free "Bullets Bulletin," your best help to the prize-list.

I enclose 6d. P.O. No..... (made payable to "John Bull") to cover postage on twelve issues of "Bullets Bulletin" commencing with next available issue.

NAME .....

ADDRESS.....

.....

Post to:—"BULLETIN" DEPT., ODHAMS PRESS LTD., 19, SHORT'S GARDENS, LONDON, W.C.2

Do not send this coupon with your Bullets entry.

Mr. ROBERT LORAINE,

our well-known great actor, writes: "I have found 'Shavex' a great improvement on the old soapy creams, and it is splendid for speed, smoothness and keeping the skin in a good condition. It gives me perfect satisfaction."

Mr. RALPH LYNN,

the well-known actor, writes: "I consider 'Shavex' really splendid for shaving. It leaves the face soft and sweet, also removes the beard better than any shaving soap."

NO SOAP SHAVEX NO BRUSH

A few years ago "SHAVEX" was unknown, yet it is in every part of the world to-day, Millions are now using "SHAVEX."

"Shavex" is the most modern and up-to-date method of shaving. What is more simple than wetting the beard with water, smearing a little "Shavex" lightly over the beard, and then shaving? You will get the smoothest, cleanest and best shave you have ever had, and your skin will feel like softest satin. No wrinkles will appear, as "Shavex" is a Skin Food. It will also take only a quarter of the time required with soap and brush. Never before has shaving been made so easy, so rapid and so pleasant. No after lotions are required. Never before have men been given the true secret of youthful looks. "Shavex" is a Skin Food, Skin Tonic, and a Skin Preserver.

SHAVEX prevents formations of wrinkles and lines and keeps away the ravages of time. Travellers, who, when on a journey, find themselves short of water, can always get a perfect shave when carrying SHAVEX and look fresh. After being in sun or wind and the face is rough and sore and you have to shave, nothing is more soothing than a SHAVEX shave.

The skin after being shaved with soap and brush often looks and feels sore, as the soap and brush have taken out all the natural oil and dried up the skin. SHAVEX gives the skin natural oils—all the creases smooth out with the use of SHAVEX.

Shavex will give you the best shave you have ever had. Your face will keep young, as Shavex is a skin food. All wrinkles disappear with Shavex, as there is no soda in Shavex to dry up the skin. Your skin will feel as smooth as satin and you will shave in a quarter the time that you would take with soap and brush. Shavex is without doubt the most perfect method of shaving in the world.

SHAVEX is Sold Everywhere at

Large Tube **1/-** *Double Quantity in Tube or Pot (lasts 4 months)* **1/6**

WONDERFUL REDUCTION

SHAVEX SUPER BLADES

Of all Chemists and Stores :—

One Blade 3d., instead of 4d.
Packet of 5 Blades 1/3.

The SHAVEX OUTFIT containing :—

A Shavex Safety Razor, a 10-Day Tube of Shavex and a Shavex Super Blade is obtainable, price 5d., from all chemists or sent post free.

A SAMPLE TUBE OF SHAVEX and THREE SHAVEX SUPER BLADES for 6d. Write your name and address clearly on a piece of paper and send with a 6d. stamp to the address below.

The SHAVEX ZEE-KOL Co., Ltd.,
(Dept. R.11), 40, Blenheim Road, Upper Holloway, London, N.19.

THE OLD WAY THE NEW WAY

This is the way men still shave. One can hardly realise it. The same brush, that collects microbes—the same method of lathering the face—soap going in mouth and ears and dropping in all directions, and the soap they use contains alkali, which dries up the skin. It shocks every woman seeing a man shave in this manner.

Yet there is Shavex, which is a blessing to all men. It contains no soda, and is a perfect cream for the face. Just lightly smear over the beard, and then shave. Wash beforehand, as Shavex is a splendid skin food and can be rubbed all over the face after shaving. It keeps a man's face young—no wrinkles appear—and what wrinkles there are will be smoothed out with the use of Shavex. With Shavex you shave in a quarter of the time and your face will feel as smooth as satin: and we guarantee that everyone using Shavex will look many years younger than by using soap and brush, as soap only dries up the skin, where Shavex puts back a natural oil. Make a trial of Shavex and prove what we say.

ALMOND OIL ZEE-KOL TOILET SOAP

Beautiful and Talented Women's Evidence that it

CREATES BEAUTY AND PRESERVES BEAUTY

A revelation in transforming the worst skin in three nights into a most beautiful satiny and peach-like complexion.

Never before has a soap of this description been given to the public. It is made of the purest oils—

These are the wholesale prices of some of the materials used in most of the advertised soaps. Compare these prices to Almond Oil, which is 3/6 per lb., and which is used in Zee-Kol Almond Oil Soap.

PALM OIL costs 4d. per lb.

OLIVE OIL costs 7d. per lb.

ALMOND OIL costs 3/6 per lb.

Now it is easily seen why Zee-Kol Almond Oil Soap is the most expensive to make, as it is very rare to get Almond Oil in a soap at all.

The price of Almond Oil will prove to everyone that there is no soap in the world so marvellous as Zee-Kol Almond Oil Soap.

JACK: You are really the most glorious creature under the sun, Neda, and I am not the only one who thinks so. All the evening people have been gazing up at our box looking at you.

NEDA: You are most ridiculous, you know I am no longer young. Many think I am only 26, but I shall be 44 next month. I study the soap I use. All my life I have only used cream to cleanse my face. The ordinary soap has a lot of soda, so I found a marvellous soap called Zee-Kol Almond Oil soap, and it is perfect for my skin. It is composed of Almond Oil, and I should advise you, Jack, to use it yourself. It is not 5/- per tablet—only 6d. and has a delightful perfume, and this is the secret of my perfect complexion that you admire so much.

Blended with the most exquisite perfumes, ALMOND OIL has been chosen for this Zee-Kol Super-Toilet Soap. It contains the purest and the most natural oil for the skin. When washing, the natural oil is replaced and the skin keeps firm, smooth and beautiful.

It has taken years to know how to blend the oils in this soap, because it is not like other soaps to-day, which are only ordinary soaps. Its oils are a marvellous tonic to the skin. No ordinary soap can do what Zee-Kol ALMOND Oil Soap does, yet it is sold everywhere to-day at half its former price—6d. instead of 1/-. Zee-Kol Almond Oil Soap is a perfect Shampoo. All dandruff disappears and the hair shines with health.

1/- LARGE TABLET NOW 6D.

Obtainable from All Chemists and Stores or direct from

SHAVEX ZEE-KOL CO., Ltd. (Dept. S.14), 40, Blenheim Rd., Upper Holloway, N.19

ECZEMA.
"I suffered from Eczema all over my face and body. I applied Zee-Kol and in three days the Eczema had gone."

VARICOSE AND OTHER ULCERS.
"For years I could not walk with Ulcerated Leg. Zee-Kol cured it in a week."

ABSCESSES.
Zee-Kol instantly draws out all inflammation and the abscess is healed in twenty-four hours.

ERYSIPELAS.
This alarming skin affection will disappear in a few days with Zee-Kol applied night and morning. Its effect is marvellous.

SKIN DISEASES Cured in a Night

WE HAVE A ROOM FULL OF TESTIMONIALS.

Zee-Kol is, without doubt, the most wonderful skin remedy of all time. The cruellest Skin Diseases such as Ulcers, Eczema, Abscesses, Erysipelas, etc., are rapidly and completely banished, and Pimples, Blackheads, Boils, Rashes, etc., disappear like magic. Never was known any remedy like Zee-Kol. Where it touches, the skin takes on a finer and healthier glow. It destroys everything unhealthy to the skin. No skin disease can resist it. Forget it being a patent Medicine. This is the only way we have of letting the world know of Zee-Kol's marvellous power of skin healing. We are supplying the big London Skin Hospitals, for there is nothing in the world to compare with Zee-Kol. Do not hesitate. Go straight to your chemist and get a box of Zee-Kol and rest absolutely assured that your skin trouble will speedily be banished. Zee-Kol cures in record time Eczema, all kinds of Ulcers, Hæmorrhoids, Chilblains, Bad Legs, Severe Burns, etc.

BURNS.
Zee-Kol takes all pain away. New skin forms in a few days.

BOILS, ETC.
Boils cannot resist the wonderful healing properties of Zee-Kol, and in two days they disappear.

PIMPLES AND BLACKHEADS.
"I always had Blackheads and Pimples. Zee-Kol cured them in a night—they vanished."

LUMBAGO STIFF JOINTS, ETC.
Splendid for Stiff Joints rubbed in gently by the fire, and for Rheumatism.

ZEE-KOL

4 FREE GIFTS COUPON

For sample of ZEE-KOL Ointment and Pills send 2d. stamp for postage. If sample of ZEE-KOL Medicated Soap and Doge Face Cream are also desired, send 4d. for postage and packing. Write to the **Shavex Zee-Kol Co., Ltd. (Dept. Z.K. 18), 40, Blenheim Road, London, N.19.** At all chemists; Zee-Kol Ointment at 1/6, or a large tin 3/-.

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